PENN YAN
Community Vision Plan

January 2015

CDC ROCHESTER

PENN YAN COMMUNITY 2020 Vision

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PENN YAN
Community Vision Plan

January 2015 Penn Yan, New York

Produced by the Community Design Center of Rochester

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Acknowledgments

This Penn Yan Community Vision Plan is a collaborative effort of the Community Design Center of Rochester (CDCR) and the 2020 Vision Committee comprised of local citizens, businesses and stakeholders organized to promote effective planning and design strategies within the Penn Yan area. The plan provides a blueprint for the physical development of our community that will continue to be actively supported by those that wish to join 2020 Vision in the future.

This Plan has been made possible by funding from several organizations and businesses. Thanks to the Gordon Trust, the National Association of Realtors, the Nord Family Foundation and the Rochester Area Community Foundation. Businesses providing support include the Best Western Vineyard Inn & Suites, Finger Lakes Premier Properties, Lyons National Bank, Keuka College, Iversen Construction Corporation, and Finger Lakes Community Health. Other entities contributed resources toward this effort such as the Penn Yan Central School District, the Village of Penn Yan, the County of Yates, Elks Club, Chamber of Commerce, Moose Club and the Penn Yan Fire Dept.

Key to the development of the Vision Plan has been the involvement of many individuals associated with 2020 Vision who represent diverse community interests including the Mennonite community, tourism, retail businesses, the local media, the arts, local history, medical, education, banking, and local elected officials. Special thanks to these dedicated volunteers.

Growth is imminent, and the timely execution of thoughtful planning and design strategies are essential if we are to preserve those qualities of our community that are so widely cherished and appreciated.2020 Vision enthusiastically supports this Plan, and views it as an important first step in the physical renewal of our community. We invite others to help us translate the Plan into reality.

Mary Zelazny
President, 2020 Vision

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Executive Summary

The Penn Yan Community Vision Plan was produced by the Community Design Center of Rochester (CDCR) with input and participation from the Vision 20/20 Steering Committee as well as Penn Yan residents, business owners, and other stakeholders. The Plan addresses the unique needs and desires of the Penn Yan community in the form of visual maps, images and text. It reflects the community's collective vision for Penn Yan over the next 20-30 years.

The is a very detailed and lengthy document, primarily due to the geographic size of the village, but also a result of the effort to address all issues and concerns discussed at the community design charrette. The Vision Plan does not have to be read cover to cover. Readers can skip to specific sections of interest or the document might be used as a reference and guide when related projects are proposed. The recommendations made in this Vision Plan are explained verbally and, as often as possible, represented visually to demonstrate how the results of the suggested action might materialize.

It is important to note that the proposals illustrated in this plan come from community generated ideas and that they are recommendations, not official plans. These are serious recommendations that are meant to improve the vitality and quality of life within the Village. Areas of the plan that suggest altering right of ways or relocating existing businesses are again, recommendations, and every effort should be made to accommodate those that are effected.

The following is a brief overview of the improvement plans for the village that were inspired by the expressed needs of the people of Penn Yan as well as design recommendations made by the CDCR.

Gateways & Way-finding

Gateways are the entryways to the Village and appropriate signage will improve how pedestrians and vehicles alike navigate through Penn Yan. Together they help to create an identity for the Village and signify to residents and visitors that they are someplace entering a special place.

1. Enhance gateway locations to be an attractive welcome into Penn Yan;
2. All gateway locations and signage should be:
    a. Attractive and reflect the character of Penn Yan;
    b. Colorful;
    c. Easy to read;
    d. Landscaped;
    e. Visible and well lighted day or night.
3. Gateways into the Village Core such as at the intersection of Liberty Street and Elm Street should be architecturally enhanced, perhaps with an archway or sculpture;
4. Implement a system of banners that reflect the character of a specific location, district, trail or the Village as a whole;
5. Install way-finding signage (signs, maps, kiosks, banners) that help to increase the efficiency of mobility for residents and visitors;
6. Incorporate historical elements (Empire State Winery Cupola) that tell the story of the community's history and strengthen regional identity;
7. Create compelling brochures that direct visitors to key destinations throughout the village.

Waterfront Development & Connections

Arguably, Penn Yan's greatest assets are Keuka Lake and the Keuka Outlet. They played an instrumental role in the development of the village; however it is because of recent development that Penn Yan has become disconnected with its waterfront. Reestablishing access to the water is essential to a vibrant future for Penn Yan.

1. Embrace and celebrate the natural assets within and surrounding the Village;
2. Increase access and way-finding to and from the waterfront and Village core (Banner trail, colored/patterned sidewalks);
3. Extend and enhance the outlet trail system to become a continuous loop around the outlet, connecting points of interest;
4. Develop the area bounded by Liberty Street, Main Street, Water Street, and Lake Sreet to be

the critical hub that connects the Village Core to the rest of the outlet;

5. Reclaim former industrial land and buildings surrounding the outlet and repurpose them for a better use;
6. Consider relocating certain businesses over time to areas that can be redeveloped to benefit and grow the entire community.

Downtown Core

Penn Yan's Downtown Core remains relatively true to its historic character, however, it has begun to be influenced by car-oriented design and parking concerns. Taking steps to embrace the historic nature of the core will increase walkability and economic viability.

1. Take steps to improve the public realm by enhancing:
    a. Street Trees - quantity and quality;
    b. Lighting - street, building and storefront;
    c. Signage - use historic signs as the model;
    d. Pedestrian amenities - access, safety, and connectivity.
2. Increase connectivity throughout the core by exploring opportunities for an Arcade and/or connector park between buildings;
3. Promote context appropriate infill when opportunities present themselves (Replace 1-story buildings with 2/3 - story buildings);
4. Establish design guidelines for existing buildings and new developments within the village core;
5. Investigate parking options which might include reorganizing existing lots and expanding on-street parking opportunities;
6. Accommodate the Mennonite community and their horse-drawn conveyances (hitching posts, covered shelters).

Housing & Mixed Use Development

Penn Yan is home to an array of beautiful houses and buildings. It has been expressed however, that there is a lack of diversity as to housing choices and that the condition of some properties suggest there is opportunity for improvement.

1. Encourage the use of the upper second and third stories of commercial buildings in the Downtown Core for use as rental unit;
2. Increase residents in the Village core with context appropriate residential infill on vacant lots Champlin Avenue, Water Street);

3. Explore the opportunity for dense mews-style housing on Maiden Lane;
4. Develop lower density housing along the outlet near the former Penn Yan Boatworks factory, connected to the village core by the outlet trail;
5. Promote the adaptive re-use of existing structures when possible;
6. Consider the reorganization and redevelopment of the Lake Street shopping center as a mixed-use center.

Newer Commercial & Community Development

Penn Yan's Commercial core has historically been centered on the intersection of Main Street and Elm Street. In recent decades commercial development has begun to spread out farther from the core in order to accommodate vehicular traffic. A reversal of this trend is critical to a vibrant and thriving downtown.

1. Maintain and promote the downtown core as the primary commercial center in Penn Yan;
2. Discourage development that caters to vehicle traffic rather than foot traffic;
3. Establish design guidelines for existing and new commercial development (Address design of sprawl buildings);
4. Encourage new façade development for inappropriately designed structures;
5. Support the adaptive re-use of existing structures when possible;
6. Embrace opportunities to engage the waterfront with commercial and mixed-use developments near Water Street and Carey's Lumber and Building Supply.

Preservation – Architectural & Environmental Design Guidelines

In addition to Keuka Lake and Outlet, another major asset in Penn Yan is its rich history. Much of that history is reflected in the character of its historic buildings. Penn Yan is experiencing pressure to sacrifice pieces of this history to make way for new development. Though development is important to a thriving village it should be done thoughtfully in order to maintain the Village's identity.

1. Make the preservation of historic buildings, sites, and environmental resources a priority for the Village of Penn Yan;

2. Embrace and promote Penn Yan's history as a source of identity and civic pride;
3. Support current and future adaptive re-use and rehabilitation efforts;
4. Develop a plan that identifies appropriate and inappropriate buildings and structures;
5. Create a LLC and pursue community based development techniques;
6. Explore the benefits of Form-Based Code;
7. Strengthen the Building and Property Maintenance Code.

Transportation & Connections

With priority increasingly given to the motorists in Penn Yan, it is now time to encourage alternative modes of transportation that include walking, cycling, and even forms of public transportation. Additionally, improving connections and way-finding methods for all modes of transportation will make the village more accessible and enjoyable for everyone.

1. Improve and enhance pedestrian connectivity to and from the waterfront and village core;
2. Institute a "Complete Streets" policy for all village roads'
3. Reduce lane widths on specific streets to expand the tree lawn and accommodate parking and bike lanes (Liberty Street, Lake Street, Elm Street, etc.);
4. Promote walkability and alternative modes of transportation (Bikes, Circulator);
5. Explore the opportunity to redevelop the Lake Street & Liberty Street intersection as a traffic circle;
6. Extend and enhance the outlet trail system, connecting destinations throughout the Village;
7. Employ curbing at select locations to help define the street edge and tree lawns.

We envision a prosperous future for the village and a vision which includes pedestrian friendly streets, increased access to the waterfront and welcoming signage to guide residents and visitors. The Plan highlights the village's significant natural landscape, its treasured past, a myriad of amenities and reflects the community's dedication to its distinctive attributes and diversity.

Achieving the objectives outlined in the Penn Yan Community Vision Plan will more likely be realized if the efforts can be collaborative. CDCR encourages a process that favors inclusiveness, which has sometimes been a challenge in communities. We've found that communities that are the most successful and vibrant share resources across municipalities, supports cooperating between various area organizations and work together with their citizens to strengthen, enhance and promote their entire region.

Introduction

On Saturday, November 3rd, 2012, 125 + people attended the Penn Yan Community Charrette hosted by the Vision 20/20 Steering Committee at the Penn Yan Middle School. The event offered a place for community members to come together and form a decisive plan for the future of their village, with the help of skilled designers and planners from the Community Design Center of Rochester (CDCR). As is outlined in this Vision Plan, residents and key stake holders worked with the Steering Committee and the CDCR to establish the essential wants and needs of the community so they could be addressed in the Vision Plan. With careful analytical study, community brainstorming and walking tours, the Community Charrette laid the groundwork for the professionals at the CDCR and the Vision 20/20 Steering Committee.

Penn Yan is rich in history, and benefits from its community members' strong devotion to restoring and retaining the village's character. Whether it is preserving its natural landscape – including Keuka Lake and the Outlet – or showcasing the downtown's historical buildings along Main Street, the Penn Yan community has shown great care in keeping what is theirs protected, while simultaneously welcoming innovative change in order to further improve the village.

This report intends to shine light on the future possibilities for development and revitalization in the Village of Penn Yan. It recognizes challenges that the village is currently facing and suggests possibilities for solutions. The Vision Plan was created to be used as a tool by community residents, stakeholders, policy makers and business-owners in order to help them develop Penn Yan and advance the vision they have for their village.

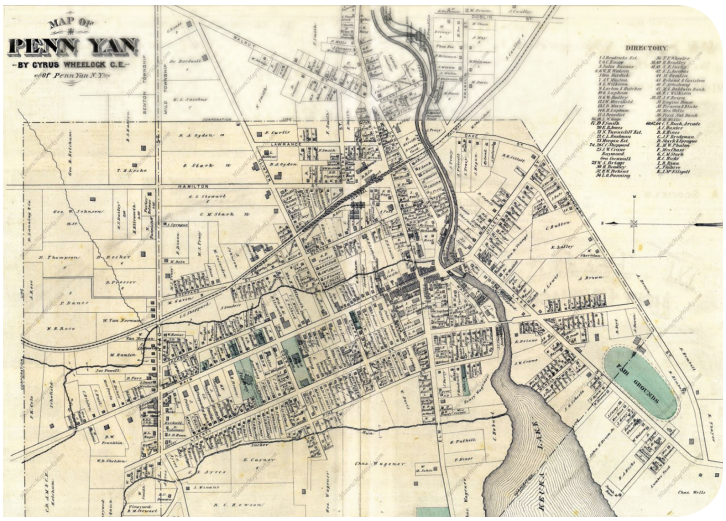
A History of Penn Yan

Penn Yan is an accident of history and nature; and of course a product of its environment and people. In 1796, Pennsylvanian David Wagener, one of the owners of the Friends' Mill on the Crooked (Keuka) Lake Outlet, bought about 70 acres three miles upstream, a site where a good milldam and a sawmill had been erected a couple of years earlier. He added a gristmill along the south bank of the outlet in what is now Penn Yan, laying the groundwork for development along present day Main Street. Wagener's ambitious elder son, Abraham, inherited the part of his father's property north of the stream also becoming the village's first postmaster around 1801. In the same year, Abraham built a second gristmill along the Outlet, on ground that is now the site of Birkett Mills.

The village's location attracted additional settlers during much of the early 19th century. Most settled near the intersection of Main Street (laid out in 1799 by David Wagener) and modern North Avenue; then linking the Friends' Settlement at City Hill with their newer colony in Jerusalem. Since most of its inhabitants were ex-Pennsylvanians and Yankees from New England, the name "Penn Yan" was adopted in 1805. Many travelers at that time described Penn Yan as being "dirty, devoted to whiskey, and plain hardscrabble." The settlement they were describing was at the head of Main Street, where a bridge across the Outlet had finally been built. Until the 1820s, there was a lengthy gap between the two ends of Main Street. When Yates County was formed and Penn Yan became its seat, the country buildings were sited about halfway between, unifying them. Liberty Street was laid out, along with the parts of Chapel and Court Streets that linked the two major streets.

The Village of Penn Yan was incorporated in 1833, ten years after Yates County was established. Not coincidentally, the same year saw the completion and opening of the Crooked Lake Canal. This was the first linking of Keuka Lake with Seneca Lake and the Erie Canal system via a navigable waterway.

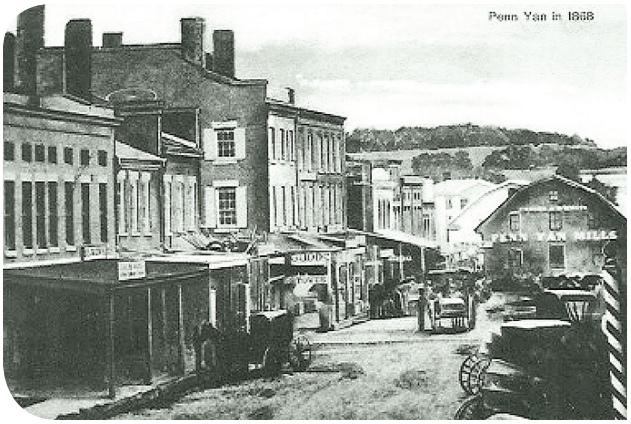
The new village experienced a significant increase in economic and commercial development. A fire, in 1836, destroyed a block of wooden stores on Main Street. This block, known as "Brimstone Row" – not because of its flammability but because of the reputation of its establishments - was rebuilt quickly, and by the 1840's and 1850's, businesses with cast iron frames veneered with brick and sporting huge show windows began to flourish.



The population and density of Penn Yan increased, and as commercial interests came southward, residences filled the gap between what had been two settlements.

Seventeen years after the construction of the Crooked Lake Canal, Penn Yan embraced its first railroad. It crossed the Outlet ravine on a high bridge, the highest in fact on the whole line. Between them, the construction of the canal system and the railway heavily influenced the economic development of Penn Yan. During its existence, the Crooked Lake Canal extended roughly 7 miles between the two lakes and contained an amazing total of 28 wooden and then stone locks. The voyage along the canal through the locks took roughly 6 hours and was used to transport farm products from Penn Yan and other villages along Keuka Lake, to larger markets. The canal was eventually widened and deepened but began losing financial support from the state, and proved to be unprofitable. In 1877, the government abandoned the canal and the property auctioned off - purchased by Penn Yan and the New York Rail Road, a local group made up mostly of milling interests. The beautiful worked stone in the locks and abutments were repurposed in local bridges, buildings and retaining walls.

The largest segment of the local economy was always agriculture, and in fact it still is. In the 19th century this part of New York was the breadbasket of the nation, and breweries and distilleries also depended on the local grain supply. When the growing of fresh and dried fruit became popular in the late 19th century, quicker and more efficient modes of transportation were vital to a profitable agricultural market. Local farmers took advantage of railroad transportation, especially with the introduction of the first refrigerator cars in the 1870s. The railroad proved beneficial for the village, as it increased cargo speed, improved access to markets, and made many more raw materials accessible. A second railroad built on the property of the former Canal, linked to the main line at Dresden. Both railroads served the village until a section of the tracks along the Outlet was washed out by flooding in 1972.



A History of Penn Yan

It was during the late 19th century that these improved transportation methods began to shape the village's physical, economic and social environment. Penn Yan took advantage of its natural asset, introducing steamboats that transported passengers around Keuka Lake. More importantly, freight loaded at Penn Yan and Branchport at docks belonging to the Erie Railroad could be transported by steamboat to the tracks at Hammondsport. In 1898, a trolley connection was established between Penn Yan and Branchport (9 mile trip, 50 minutes long). In 1913, East Elm was the first Penn Yan street to be paved. This was a result of the number of the commercial travelers arriving at the station there and needing to find lodging, food and customers on Main Street. It was also about this time that the last of its wild-west wood sidewalk awnings were stripped from Main Street; however, it wasn't paved for several more years.

The popularity of the automobile began to grow after World War II, leading to an increased demand and need for more paved streets and street connections throughout the village. As a result, Penn Yan experienced commercial and residential sprawl development that expanded out from the central commercial district. The widespread use of automobiles led to parking and traffic issues that continue to affect the village. This demand only increased with the automobile age and the now car-reliant village. A number of historic buildings were lost to parking lots in the late 1960s and early 1970s. Many businesses throughout the village were now relocated from their original buildings to new facilities at the edges of the village.

Penn Yan had been one of the first municipalities in America to pass a zoning ordinance, in 1922, but after the flood damage in 1972, municipalities around the lake recognized the need to regulate building construction within the flood zones. These new laws had the added bonus of helping to keep the water clean, as the lakes and hills began to draw ever-larger crowds of visitors. Agriculture was now doubly the economic mainstay of the area, as the value of the beautiful and relatively undeveloped countryside, the orchards and vineyards and the settled peace of a community that had found its place became clear to travelers and residents alike.

The Village Today

The incorporated Village of Penn Yan lies at the north end of the east branch of Keuka Lake in New York State's Finger Lakes area. The village, with a population of slightly over 5,000 people, became the county seat of Yates County in 1823 and is currently the largest center of population in Yates County, a rural area that is primarily agricultural in character.

Yates County, with a population is just over 25,000, Yates County is the fastest growing area in Central and Western New York. The area is celebrated for its natural beauty and known for its farmlands and prized grape growing industry. Home to many award winning wineries, Yates County hosts over 20 million visitors annually who come to partake of the recreational activities available in the Finger Lakes Region.

Over the past decades, the community has faced a series of changes and challenges, including development pressure and some poor quality sprawl development that have eroded the character of the village at its edges. There as been a lack of community engagement in Penn Yan's development and there are no neighborhood organizations. The Vision 20/20 Group that formed to spearhead the coordination of the Penn Yan Community Charrette is comprised of residents and stakeholders that have been organized to give voice to the community.

Keuka Lake, the Outlet and related parks and green space are important features and assets that need better connection to the village. The Outlet could provide a tranquil space for biking, walking, and other passive recreational activities, as well as offering access to the region's natural terrain and Keuka Lake. Members of the community have expressed concern about the quality of the gateways, corridors and the potential commercial development. They also express a need for more housing choices. There exists an impressive stock of older homes and buildings, many of which are included in national and local preservation districts. Though these structures are aging, and in varying states of upkeep, they have a distinctive historic character and much potential for continued use.

The Charrette Workshop

Coordination and Planning

Planning for the Penn Yan Community Charrette began in the spring and summer of 2011. It has been guided by the Vision 20/20 Steering Committee, with representation from a variety of stakeholder groups, working in conjunction with the Community Design Center Rochester (CDCR). The formal charrette process began in March 2012, and throughout the following 8 months the Steering Committee reviewed a timeline and planning schedule, established the official charrette boundaries and focus areas, and identified potential partners.

The Steering Committee met monthly with the CDCR, who assisted in coordinating the charrette. During meetings and walking tours of the area with the CDCR, much of the discussion and planning focused on the topics that were ultimately addressed during the charrette. The Steering Committee defined the charrette focus areas and identified major design concerns based on an assessment of the existing assets and problem areas. The Steering Committee also helped coordinate and plan the logistics for the charrette event itself. Planning and carrying out the Penn Yan Community Charrette required many hours of intensive work on the part of the Steering Committee members. The time commitment from individuals was both a major challenge and a necessary ingredient in the charrette process.

The Charrette Day

The Penn Yan Community Charrette took place on Saturday, November 3, 2012 and was held at the Penn Yan Middle School. The event attracted more than 125 people, including neighborhood residents, community leaders, stakeholders, and design professionals. A great range of people were represented and ideas and input were gathered from business people, students and new and long-term residents alike. Community members were divided into groups to consider several focus topics. With help from the design professional facilitators, participants were able to be directly involved in the planning and design process in relation to their own village.

Activities were kicked off on Friday evening with a presentation by noted writer, speaker, journalist and Pulitzer Prize winner Thomas Hylton, author of "Save our Land Save our Towns." Mr. Hylton made a compelling case for preserving small towns and caring for the way of life there. He discussed ways in which his community, Pottstown, PA, has updated and streamlined their zoning code and provided workable solutions for those that want to renovate or develop new projects there.

Registration for the charrette event began at 8:30 am on Saturday morning, followed by a program that included welcoming remarks, a short presentation about the history of Penn Yan, and a presentation by the CDCR on principles of good urban design to help guide the work ahead that day. Attendees were assigned to 16 different teams to explore 7 pre-determined focus-areas.

The Charrette Workshop

The 7 Focus Areas are:

1. Gateways and Wayfinding:
This focus area concentrates on signage including major gateways at the edges and into the village as well as within the village, wayfinding, historic and branding.

2. Waterfront Development and Connections
This area includes the area along Keuka Lake bordering the Village of Penn Yan including the municipal pier and a portion of the Keuka Outlet.

3. Downtown Core
This area includes the Main Street and major connecting streets, parking areas, green spaces, and public realm in the dense center core of the village.

4. Housing and Mixed Use Development
This focus area consists of sites within the village that may be appropriate for infill, adaptive reuse and development of residential, and mixed use new construction.

5. Commercial & Community Development
This area includes areas of recent commercial development along Liberty Street and extending over the Outlet and along Lake Street. This area has been developed on a project by project basis lacking an overall plan and is characterized by some "sprawl" development.

6. Preservation – Architectural & Environmental Design Guidelines
This area includes the area within the Village of Penn Yan and its environs including Keuka Lake and the surrounding agricultural lands.

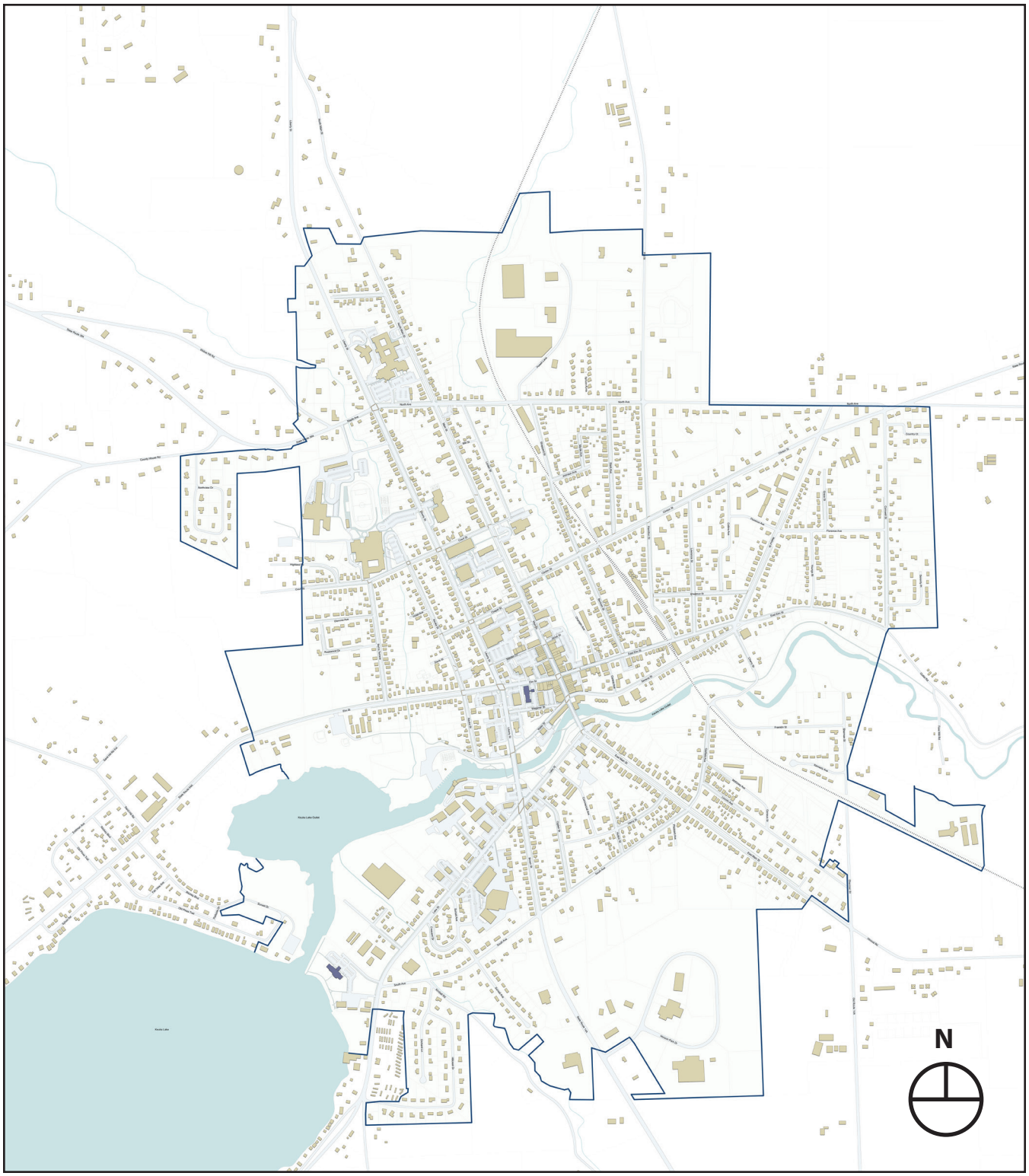
7. Transportation & Connections
This area includes the area within the Village of Penn Yan and its environs including Keuka Lake and the surrounding lands.

For an hour and a half, the charrette teams comprised of facilitators, local design professionals, and neighborhood stakeholders, walked or drove through their focus-areas, taking notes about the positive and negative elements that they observed, and recorded their comments and ideas for improvements and changes. The teams returned for a working lunch, and began drafting both written notes and visual renderings expressing their ideas. To conclude the charrette, everyone gathered and each team made a brief presentation to the entire group, explaining their ideas. Following the presentations, the CDCR staff had the materials that were produced at the charrette scanned, and transcribed the notes from each group. This material is contained in the body of the report.

Charrette Base Map

This map represents the existing conditions in the Village of Penn Yan. This map was used during the Penn Yan Community Charrette and served as a base for which the Vision Map was created.

Legend


N

Focus Area 1

Gateways and Way Finding

**** These notes were transcribed directly from the Charrette event. They have been organized to reflect the key ideas and topics that were discussed in this focus area.**

Develop Town Character:

- Participants felt the town lacked character
- Improving the lighting, signage and gateway entrance could improve this

Town Lighting:

- Penn Yan is very dark and lighting of the town needs to be improved
- Lighting should highlight the following:
  - Signage
  - Architecture of buildings (top floors which have the original character)
  - Trees
  - Element of safety

Develop Consistent Gateway Signage:

- Include additional landscaping to signs
- Use community signs and speed limit signs that are "warm and fuzzy"
- Place minor signs in the historic and business districts
- Place directional signage at key intersections
- Implement the use of parking signs
- Use gateways signs that preserve and maintain character on Clinton, East Main Street and Main Street
- Develop signage guidelines – especially important in commercial districts (Lake Street)
- Signs must use Penn Yan Logo
- Combine signs and use billboards

Beatification and Public Art:

- Public art on trails/streets
- Implement an art trail
- Enhance bridges with landscaping efforts, such as planters
- Put overhead wires underground

District Distinctions:

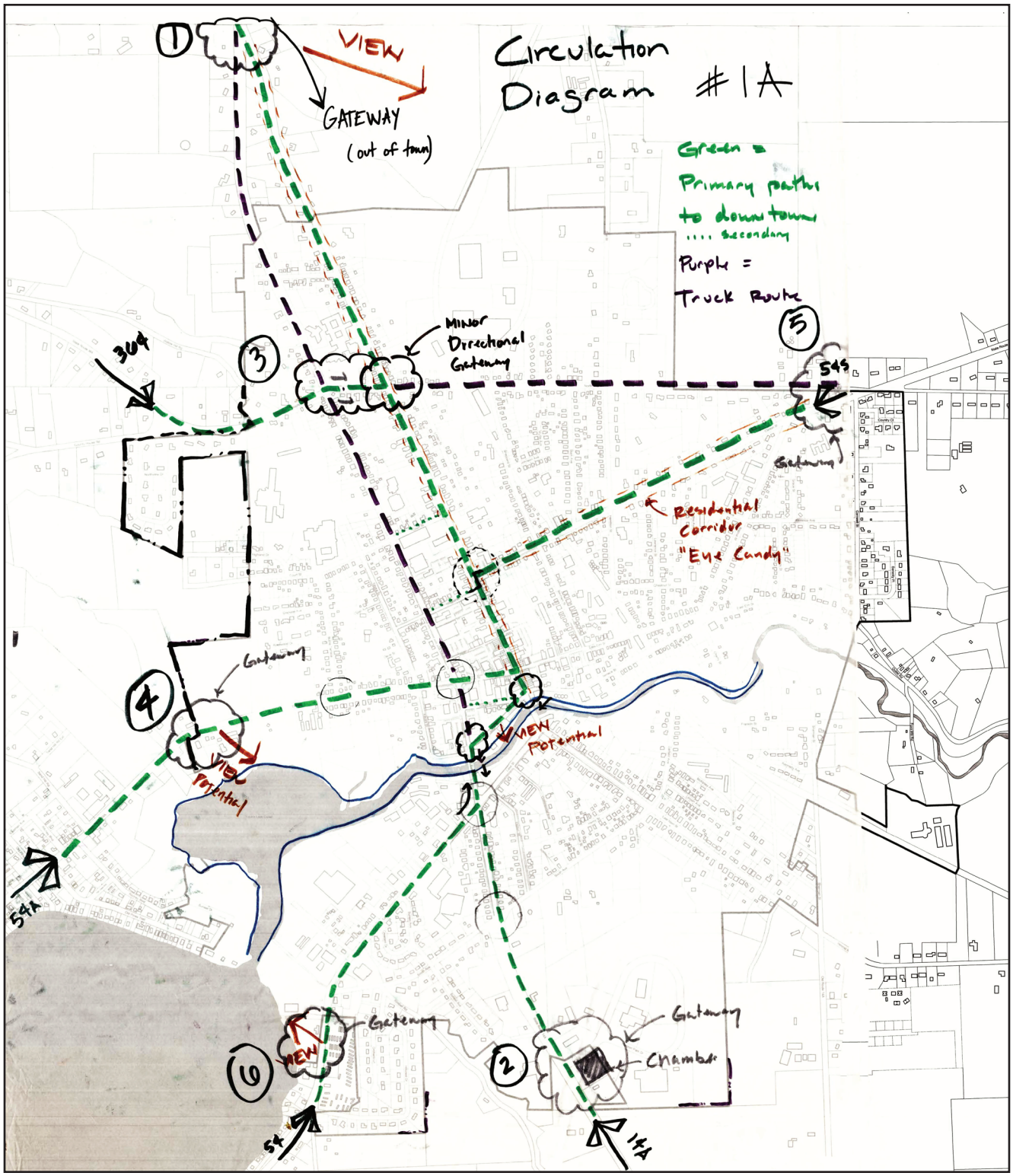
- Signage should have unique colors themes depending on the district it is in
- "Historic Downtown," Shopping District, Waterfront District, Outlet Access, Parking Area (residents and visitors do not know where parking is available)

Improve Properties at Gateways and Main Corridors:

- DPW, Sunoco, Grange, McDonalds, Beverage Baron
- Some residential properties lack maintenance and upkeep
- Engage neighborhood groups and youth in improving properties along gateways and help with maintenance

Gateways:

1. 14A South into town (hospital on left)
   - Redirect traffic onto North Main Street at Marbles
   - Picturesque residential corridor to town with a beautiful view to the east
   - Splits car and truck traffic
   - Intersection needs to be redesigned with an emphasis on North Main and on


Circulation Diagram #1A
VIEW
GATEWAY
(out of town)
Green = Primary paths to downtown
.... secondary
Purple = Truck Route
MINOR Directional Gateway
Gateway
Residential Corridor "Eye Candy"
VIEW Potential
Chamber
14A
54A
54

Focus Area 1

Gateways and Way Finding

improving the safety of a left turn
- Traffic calming between Court Street and Chapel Street
- In town, need to direct traffic to turn onto Water Street to get to 14A South

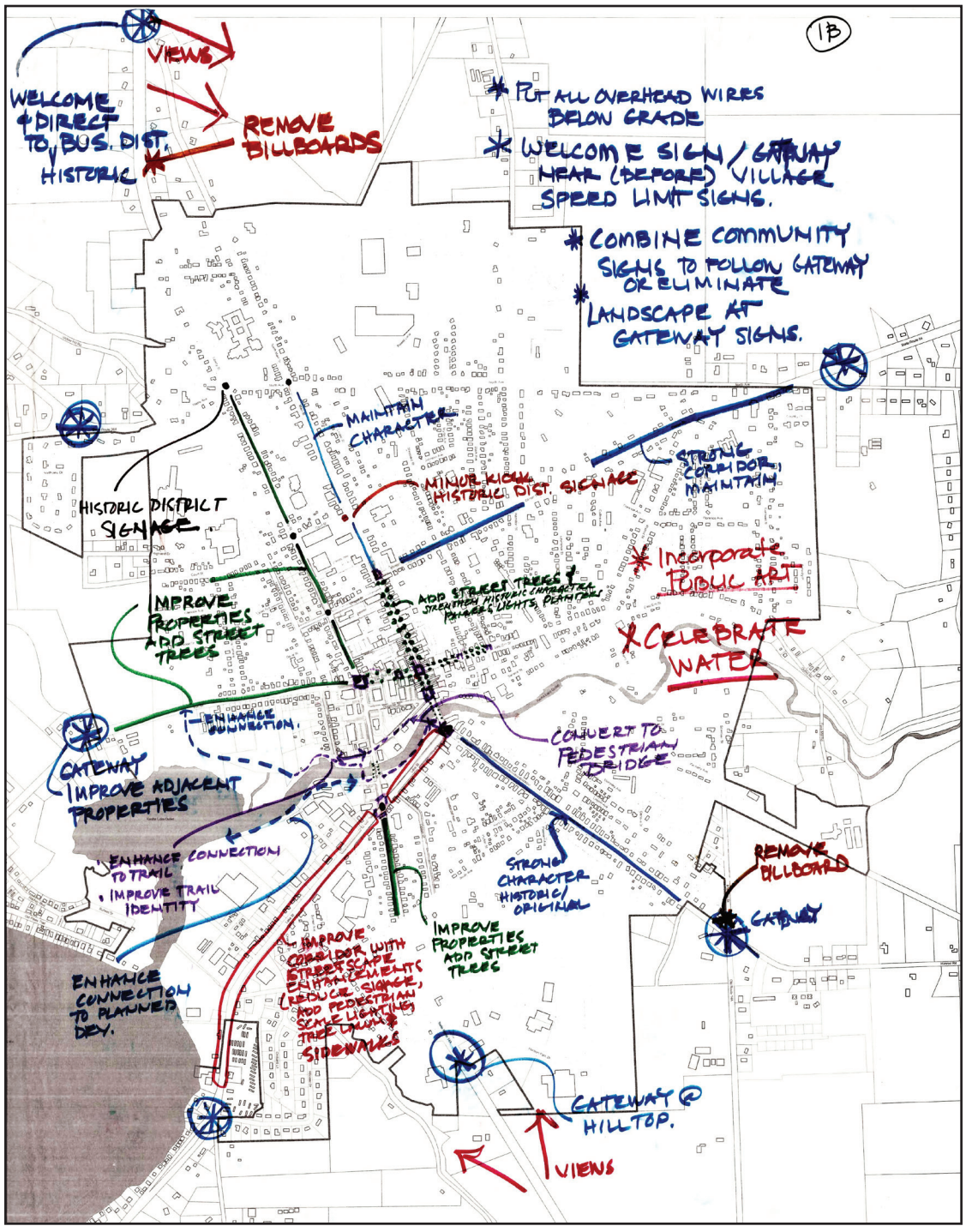
2. 14A North into town
(chamber of commerce on right)
- Redirect primary traffic (non-truck) to turn on Water Street to get to downtown
- Needed improvements to intersection with South Avenue and Lake Street

3. 364 into town (school on the right)
- Needed signage at intersection with14A
- Truck/commercial vehicles right onto14A
- Shopping/downtown straight with right turn onto Main Street

4. 54A into town (Ball Park/Cemetery)
- Potential area for waterfront viewing (Marsh/Outlet)
- Need signage directing to Penn Yan
- Need signage at the turn-off to Lower West Lake Rd.
- Improve existing village barns and create new ones

5. 54 South into town (Clinton Street)
- Clinton Street is "eye candy" to the town
- Direct truck traffic via North Ave
- Improve intersection with Main Street
- Improve traffic flow (foot and vehicle) with Chapel St.

6. 54 North into town (Red Jacket Park)
- Increase signage at the park area
- Emphasize the waterfront view
- Emphasize direct route to town: Left onto 14A and right onto Water Street


1B
VIEWS
WELCOME & DIRECT TO BUS. DIST. & HISTORIC
REMOVE BILLBOARDS
PUT ALL OVERHEAD WIRES BELOW GRADE
WELCOME SIGN / GATEWAY NEAR (BEFORE) VILLAGE SPEED LIMIT SIGNS.
COMBINE COMMUNITY SIGNS TO FOLLOW GATEWAY OR ELIMINATE
LANDSCAPE AT GATEWAY SIGNS.
MAINTAIN CHARACTER
MINOR TICKLE HISTORIC DIST. SIGNAGE
STRONG CORRIDOR, MAINTAIN
HISTORIC DISTRICT SIGNAGE
Incorporate PUBLIC ART
ADD STREET TREES STRENGTHEN HISTORIC CHARACTER PLANTERS, LIGHTS, DECORATIVE
IMPROVE PROPERTIES ADD STREET TREES
CELEBRATE WATER
ENHANCE CONNECTION
CONVERT TO PEDESTRIAN BRIDGE
GATEWAY
IMPROVE ADJACENT PROPERTIES
ENHANCE CONNECTION TO TRAIL
IMPROVE TRAIL IDENTITY
STRONG CHARACTER HISTORIC/ ORIGINAL
REMOVE BILLBOARD
GATEWAY
IMPROVE PROPERTIES ADD STREET TREES
IMPROVE CORRIDOR WITH STREETSCAPE ENHANCEMENTS (REDUCE SIGNAGE, ADD PEDESTRIAN SCALE LIGHTING, TREE LAWN & SIDEWALKS
ENHANCE CONNECTION TO PLANNED DEV.
GATEWAY @ HILLTOP.
VIEWS

Focus Area 2

Waterfront Development and Connections

**** These notes were transcribed directly from the Charrette event. They have been organized to reflect the key ideas and topics that were generated by the participants and discussed in this focus area.**

Investment and Development at the Waterfront:

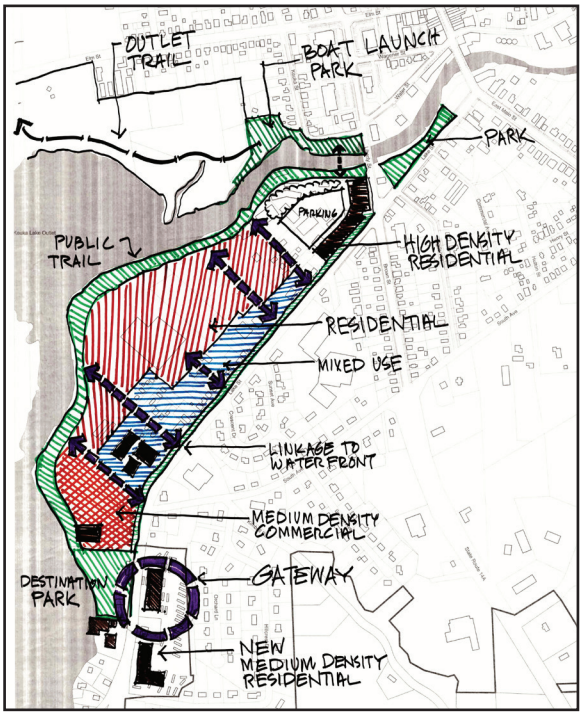
- Concerns over how much waterfront development will cost the village
- Concerns over how investment at the waterfront will affect the commercial and residential market at Main Street
- Must continue to support downtown
- Envisions low-density residential properties at the waterfront
- Discourage random retail on Lake Street
- Focus to keep all property on tax-role

Creating a seamless fabric connecting business district w/waterfront

- Rehabbing waterfront properties
- NYSEG blog
- Old Garret Winery
- Water Street Warehouse Condos
- PY Marine Development
- Townhouse/condo/hotel
- Recreational activities
- Outlet (kayak, canoe, bike, snow shoe, cross country ski rental)

Access to Water:

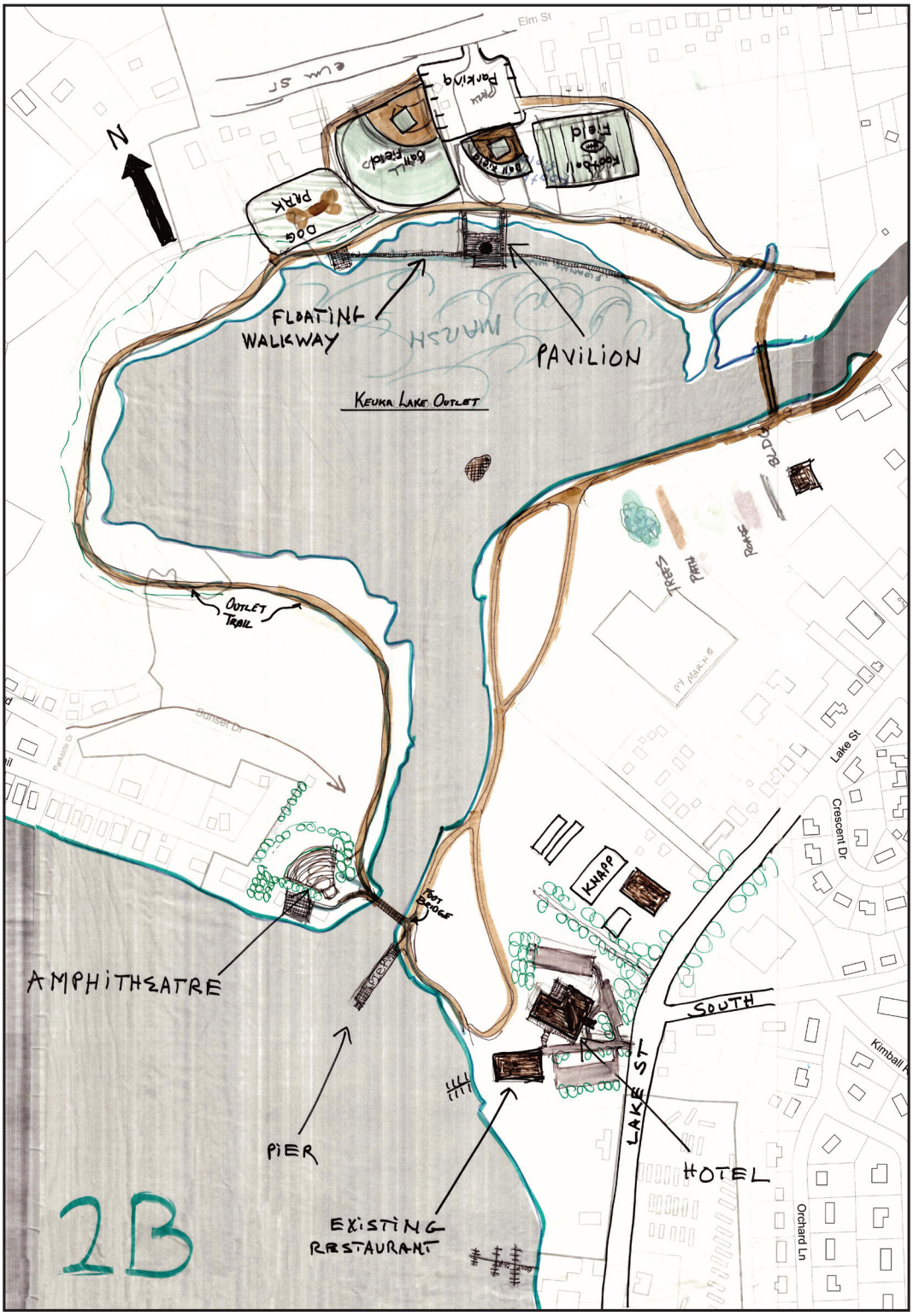
- Encourage movement by using shuttle service
- Public R.O.W. access
- Increasing continuous bike and walking paths
- Water-Bridge interface
- Integrated to design of the village (i.e. Skaneateles)
- Dock/launching sites for boats



- Tour boat from Penn Yan
- Improved access points via Outlet/ Liberty Street and Main Street Bridges Keuka Street boat launch

Access to the Outlet:

- Tall bridge across outlet
- High cost
- Movable, floating bridge could retain access by boats
- Bridge may restrict access to certain boat types (sail boats) and property owners


N
FLOATING WALKWAY
PAVILION
KEUKA LAKE OUTLET
OUTLET TRAIL
AMPHITHEATRE
PIER
EXISTING RESTAURANT
HOTEL
LAKE ST
SOUTH
KNAPP
Elm St
Lake St
Crescent Dr
Orchard Ln
Sunset Dr
2B

Focus Area 2

Waterfront Development and Connections

Park on West Side:

- Needs a connection
- The majority of visitors to Indian Pines Park are not village residents even though village taxes pay for the park's upkeep
- Maintenance of trail on west side

Promote Eco-tourism:

- Upgrade existing boat launch
- Kayak/Canoe rentals adjacent to boat launch
- River walk along O/L to Main Street bridge
- Add kayak/canoe launches to parks
- Finish redevelopment of Penn Yan Marine property
- Create temporary docking adjacent to Outlet entrance
- Examine boat traffic and capacity of Keuka Lake

Beautification and Enhancements:

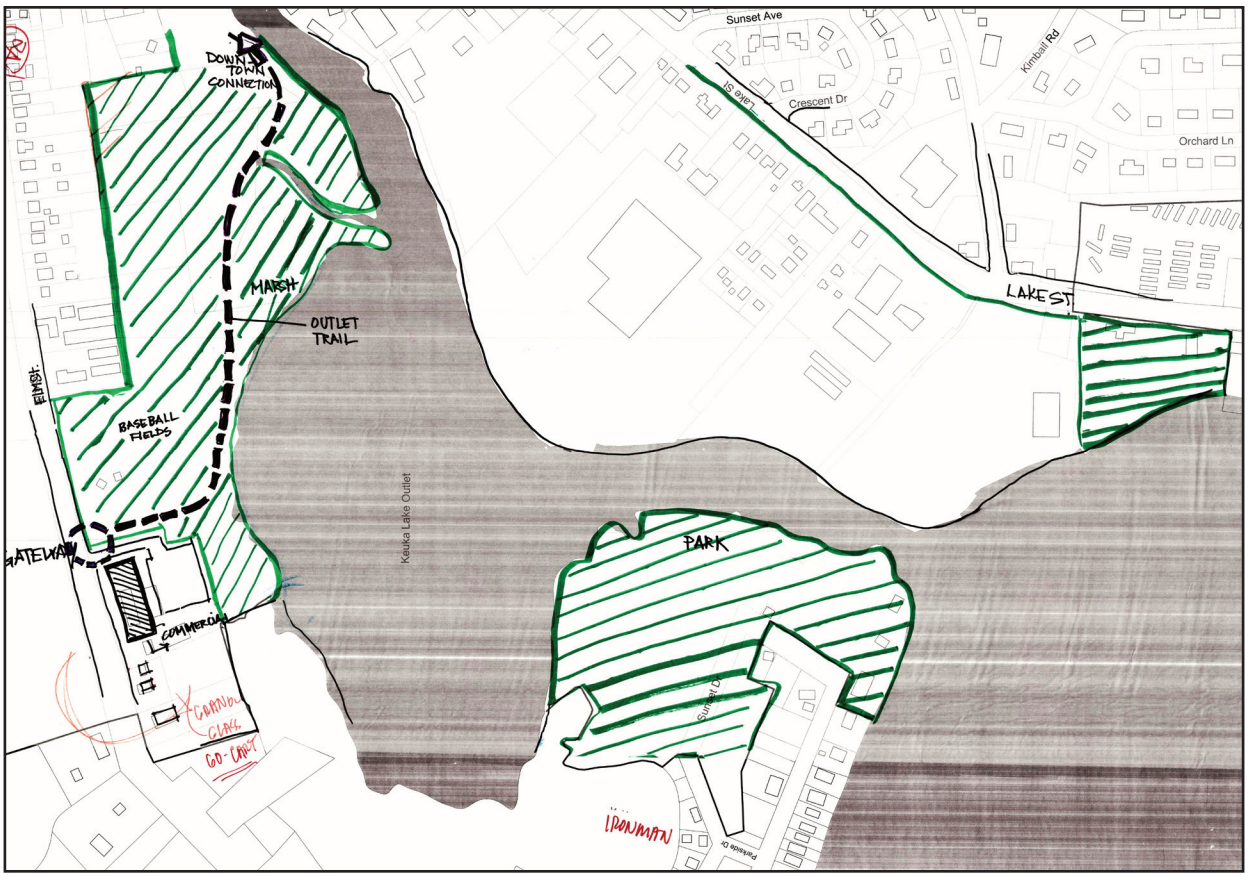
- All improvements must be tax neutral or negative
- Upgrade docks and parking
- Fix pot holes
- Develop & repurpose the abandoned foundation adj. to Carey Rental on O/L trail (Seneca Street) (River walk-Style) and add boat dockage in this area
- Enhance outlet trail to Seneca Lake – repurpose building and increase access
- Replace old navigation light at mouth of outlet with similar sized lighthouse
- Festival area / Fireman's Field

Potential Uses:

- Restaurants, shops, boat rental, rowing club, dog park, pavilion, pier, bike rentals, band shell

Protecting and Enhancing the Natural Environment:

- Do not overdevelop green space and natural environment – protect marshland
- Connect parkland (Indian Pines, Red Jacket, Arch Bridge)
- Circular pathway
- Continue past Ball Park
- Bird sanctuary – marsh pathway


Sunset Ave
Kimball Rd
Crescent Dr
Lake St
Orchard Ln
LAKE ST
DOWN TOWN CONNECTION
MARSH
OUTLET TRAIL
ELM ST
BASEBALL FIELDS
GATEWAY
COMMERCIAL
CANOE/ CLASS
GO-CART
Keuka Lake Outlet
PARK
IRONMAN
Sunset Dr
Parsons Dr

Focus Area 3

Downtown Core

**** These notes were transcribed directly from the Charrette event. They have been organized to reflect the key ideas and topics that were generated by the participants and discussed in this focus area.**

Goal:

To create an easily accessible, easily navigable vibrant downtown core that favors pedestrian, bicycle and other non-motorized vehicular traffic. To create an environment that promotes a wide variety of activities for various constituencies over extended time of the day, week and year

Preserve and enhance the charm of the community:

- Design Guidelines-storefronts, signs, scale
- Seek resources for façade improvements
- Sensitive lighting
- Historic street signs and projecting signs
- Enforce design guidelines with respect to historic nature, especially new builds
- Awnings
- Only implement changes that will bring in investment

Need for Design Guidelines:

- Consistent facades/store fronts
- Historical context
- Design guidelines (colors/materials)
- Signage control
- Improving/renovating historic signs
- No backlit signs

Parking:

- Parking by core outlet connection (corner of Lake & Main Street)
- Expand to playground
- More behind Cam's
- Buggy parking
- Eliminate parking by Wagner
- Green up parking lots- make them user friendly
- Diagonal on side Main Street
- Bike parking, bike trail on Main Street
- Walk thru from Lowes parking lot to Main Street
- Parking garage
- Better signage directing to public parking
- Consolidated parking
- Utilize public parking behind Main Street by Jacob's Creek
- Use for farmer's market

Downtown Street Trees:

- Trees on streets wherever possible – Different varieties, but do not allow them to block businesses or store signs
- Smaller varieties under power lines

3C
Chapel St
Main St
Jacob St
Maiden Ln
Elm St
Wagener St
Water St
Liberty St
Lake St
East Main St
MULTI-FAMILY
CROSSWALKS
DEMOLITION
NEEDS IMPROVEMENTS
WE THINK THESE ARE PLAN
INFILL OF HOUSING
TREES
RESTRICTED
ROADWAY
PAVERS
ROAD STAYS
TRAILWAY

Focus Area 3

Downtown Core

- Trees in existing parking lots
- Cornell survey recommended tree varieties
- Plant from Chapel to Post Office/ The Fox

Green Spaces:

- More benches, flowers, sculptures
- Improve the green spaces currently there (Main Street, Courthouse)
- Rooftop green spaces
- More sidewalk eating
- Bump out into a parking space
- Enhance bridge
- Small to medium downtown activity
- Re-utilize outlet bridges
- Extend trails
- Jacob's Creek community trail/park to Arts Community (Arts Center, Sampson)
- Tie into arts community (Arts Center, Sampson)
- Connect to Outlet Trail future waterfront community
- Parking area where Marchianda's currently is
- Used as a walkway/bike path to connect future community center, Outlet trail w Sampson Theater
- Easements on the way up to theater
- Arts + theater Grants
- Buy Brownfield at Jacob's Creek on Main Street

Community Park:

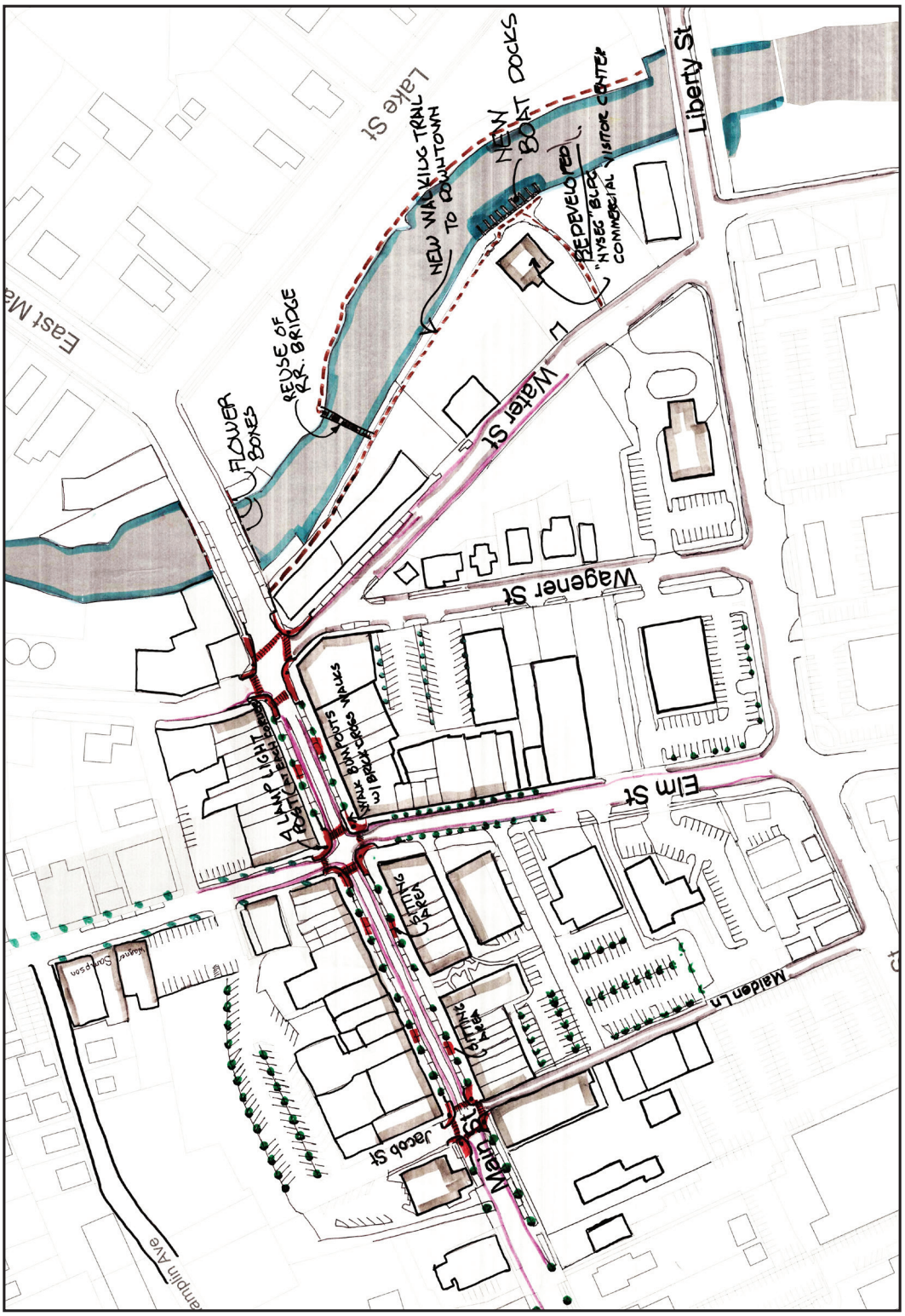
- Chaplin Street housing in place of Marchianda's garage
- Two pedestrian bridges to parking lot behind Main St.

Signage:

- Maps: "You are here" type
- Sign Placement: free standing, side of buildings
- Encourage overhanging sides
- Classy street signs (light, hanging basket): Multifunctional
- Gateways to central core
- Unified lighting-parking lots, side streets
- Historical walking map
- Henderson Drugs (bad)
- Chronicle-express (clean up)
- Arts Center (good)
- SCT Computers (blend) turn into open space
- B. Coles is good
- Old Knapp Hotel Sign Restoration

Public Facilities and Safety:

- Accessibility to public restrooms
- Improved crosswalks with public art displays


Liberty St
Lake St
NEW BOAT DOCKS
NEW WALKING TRAIL TO DOWNTOWN
REDEVELOPED "NYSEG" BLDG COMMERCIAL VISITOR CENTER
REUSE OF R.R. BRIDGE
FLOWER BOXES
East Main
Water St
Wagener St
Elm St
Maiden Ln
Main St
Jacob St
Hamilton Ave

Focus Area 3

Downtown Core

Residential Development:

- Availability and usage of 2nd and 3rd story of downtown buildings
- Enhance connections between parking and apartments

Attract people to the downtown:

- Development of the Sampson Theater
- Whole scale improvement of greenery – Street trees, trees in parking lots, species
- Convenient parking with signage – Make our parking lots parks
- Interesting and unique signs – Street signs, store signs, store directory
- Information booth
- Bike paths and racks (in parking lots)
- Attractive, safe intersections – Bump outs, brick crosswalks
- Pleasant seating areas

Connect to other important areas i.e. waterfront, side streets:

- Access to outlet trail from Main St.
- Preserve NYSEG as connection to trail – Commercial, restaurant, visitor center
- Green Elm St.
- Enhance boat docks and access to Main Street

Maiden Lane Proposal:

- Sidewalk leveled, paved roadway
- Public space/walkway
- Restricted use (9 am—9 pm)
- Create outdoor seating for restaurant
- Connect-ability to Village Hall green space and green space connector (Village Park)
- Trees in parking lot
- Farmer's market on weekend

Water/Wag Triangle:

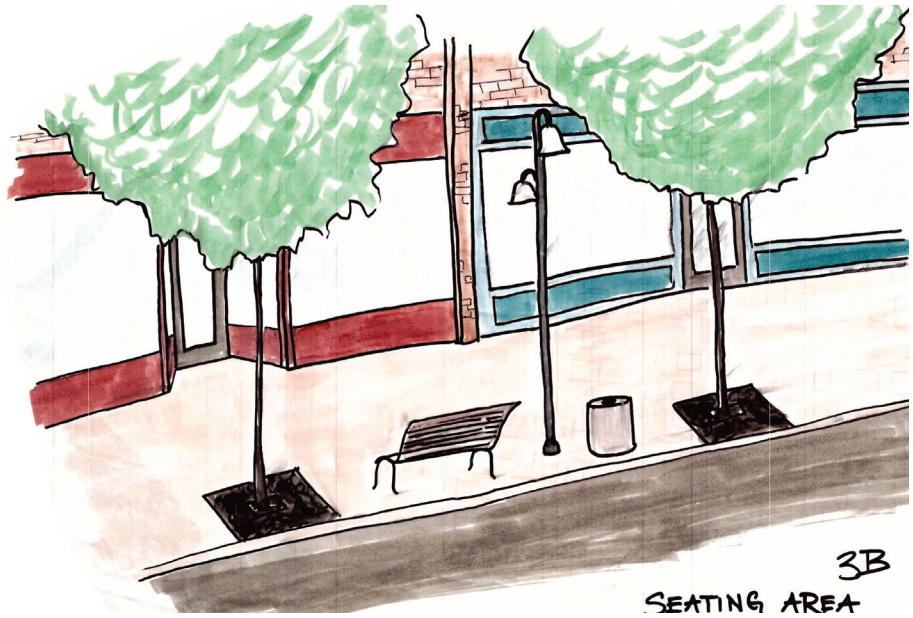
- Wagener: Infill with attractive multi family housing
- Line with trees
- Eliminate chain saw shop
- Improve housing stock and residential properties
- Infill buildings into Water Street
- Two-way bike lanes and parking to squeeze/slow traffic
- Green pocket-park
- Infill NYSEG site post cleanup

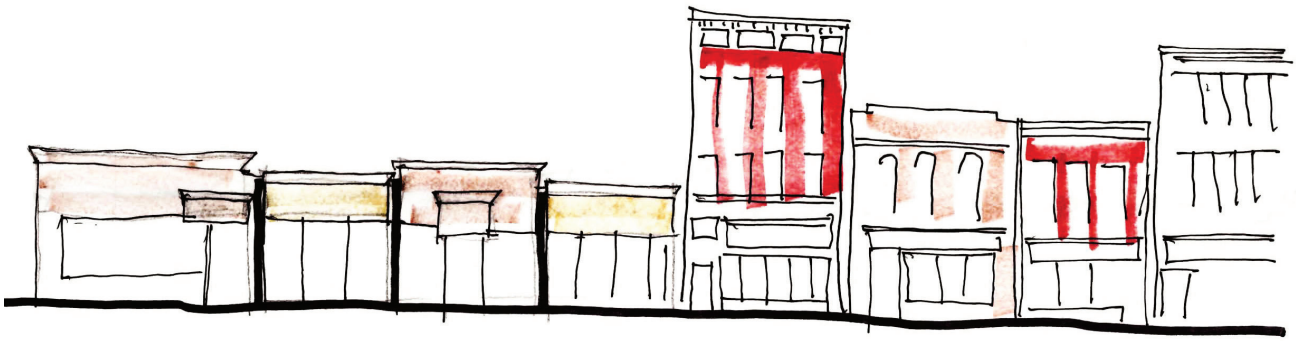
Birkett Mills Corner:

- Restricted pavers on corner
- Raised to sidewalk level
- Remove one-story corner on old hotel
- Mural on side of Birkett Mills

Main Street:

- Add bike lane, slows speed of traffic
- Widening turning lane for trucks at 54, turning lane coming off 54 near 1st Presbyterian Church parking lot
- Façade consistency
- Visitor Center in town
- More trees in parking lots
- Lamp posts/lighting
- Banners
- Planters/flower boxes
- Different pavement materials throughout downtown


3B
SEATING AREA



Focus Area 4

Housing and Mixed Use Development

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Incentivize Home Improvements:

- Focus on main corridors
- Use abatements, sales tax relief and grants to cover costs

Enhance Public Improvements:

- Focus on improving shared community spaces

Promote Development Projects:

- Market current development sites: Lake Street and Hamilton Morgans
- Incentivize the development of specific project types:
- Rental property for the middle class
- Improved housing on Liberty Street
- Improved low - income housing
- 2nd floor market-rate residential space on Main Street
- Grace period for assessment: 2-5 years, 5-10 years
- Preserve historic market area for housing
- Mixed use development: residential – commercial
- Maintain small town charm
- Remember seasonal residents in plan making

Follow and Promote Design Guidelines:

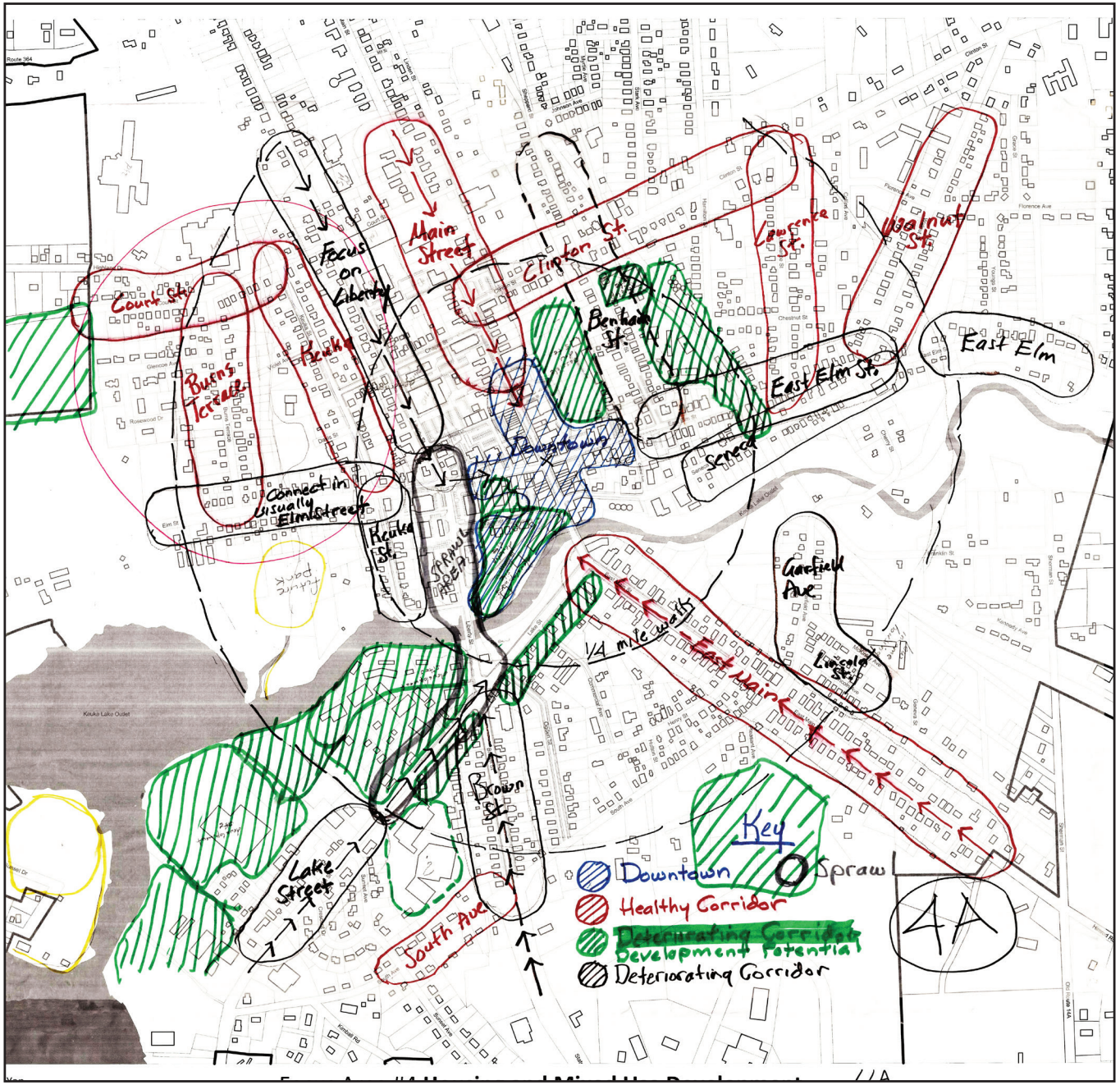
- Achieve the standards set by the Vision Plan followed by the complementary zoning and implementation plan
- Make Penn Yan more desirable in design by making urban design a priority
- Create walkable downtown neighborhoods
- Adaptive reuse of buildings
- Put forth money, time, focus and outside engagement to instill a sense of good urban design
- Balance green space with development
- Architectural appreciation – housing should not be "boxes"
- New urbanism characteristics need to be incorporated in the downtown hotel

Sustain 20/20 Vision to Facilitate the Implementation of the Vision Plan:

- Improve neighborhood organization
- Improve relations between the Village of Penn Yan and Yates County to create a cooperative relationship
- Incentivize partnerships between the public and private sectors
- Find innovative and creative financing techniques (citizen L.L.C)

Increase Affordable Housing Options:

- A high need for single family residences at $100,000 to $135,000
- Smaller housing needed (1,200 -1,600 square feet)
- Scattered low-income housing (as opposed to concentrated)
- Address blighted areas: Seneca and East Elm/Liberty housing
- Balance of economic levels


Court St.
Main Street
Clinton St.
Lawsence St.
Walnut St.
Focus on Liberty
Bank St.
East Elm
East Elm St.
Burns Terrace
Connect in usually Elm Street
Keuka St.
Garfield Ave
Lincoln St.
1/4 mile walks
East Main
Brown St.
Lake Street
South Ave
Key
Downtown
Sprawl
Healthy Corridor
Deteriorating Corridor Development Potential
Deteriorating Corridor
4A

Focus Area 4

Housing and Mixed Use Development

Increase Housing Types:

- Apartments
- Single room occupancy
- Town Homes
- Condos
- Hotel/Motel Rooms
- Multi-Generational
- Improve the trailer park

Improve Historic Housing Stock:

- Large, historic housing stock in disrepair
- Requires too much maintenance for the average single family
- Investors are needed for historic building renovation
- Wonderful architecture needs upkeep

Attract Aging Residents and Improve Accessibility:

- Elderly lake residents will be moving downtown and downsizing
- Adjust to the needs of aging residents
- Elderly housing needs to be affordable, 1 story, near services and easy to care for
- 2nd and 3rd floor housing on Main Street with elevators for improved accessibility (cost issue)

Locations for New Housing Stock:

- Waterfront – possibly condos
- Hamilton Street – affordable
- Champlin Avenue – mixed apartment and commercial
- Elm Street – hotel
- Behind Clinton Crest and Ballfields

Locations for Redeveloped Housing Stock:

- Main Street Arcade / Knapp Hotel
- Middle School
- Seneca & East Elm Street
- Liberty Street
- Downtown upper floors

Challenges:

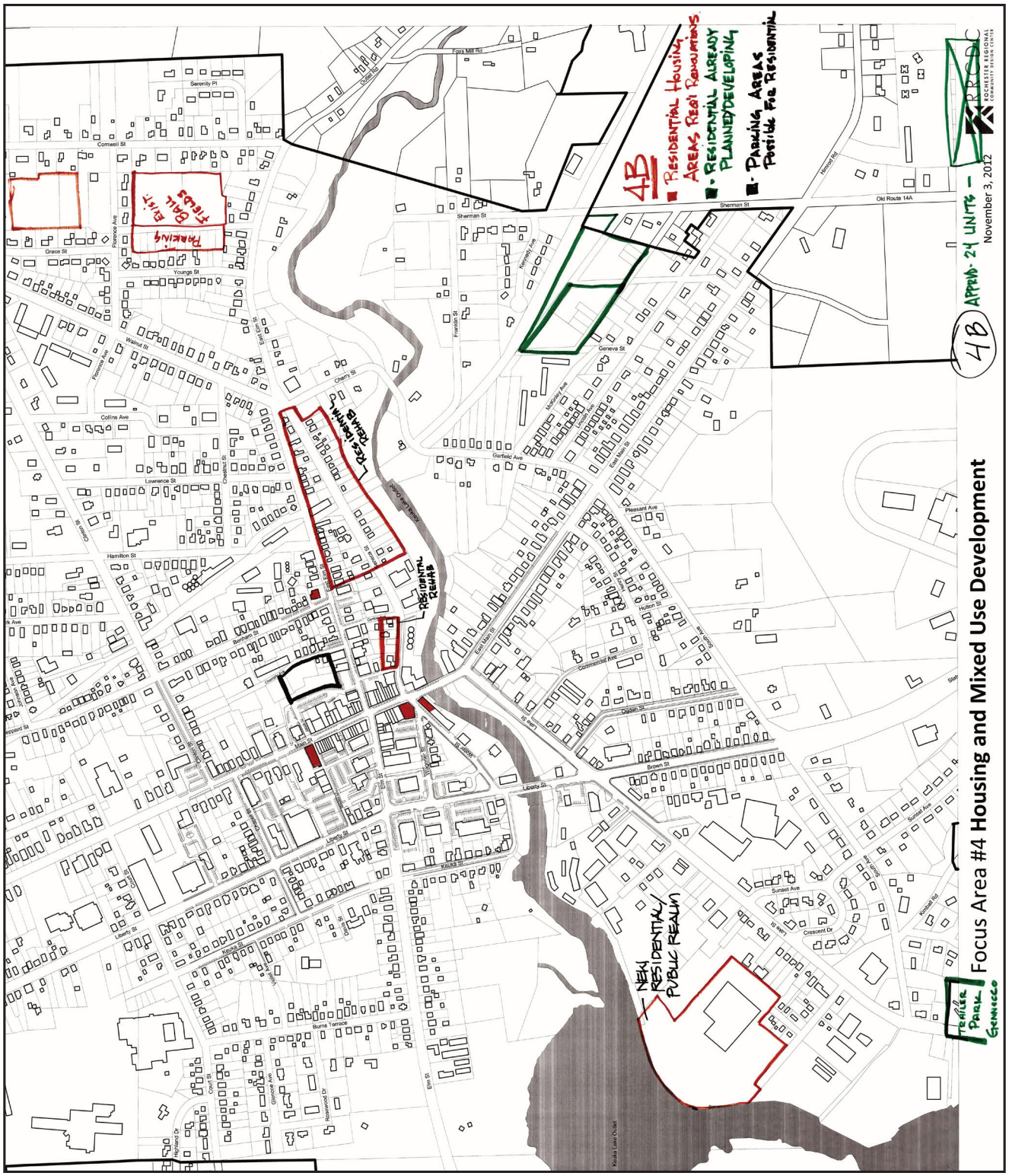
- Young families are not staying in area due to a lacking job market
- Lack of parking
- Sidewalk needs upkeep
- High cost for improvements
- Residents not able to easily access services

Use Financing Tools:

- Consider the option of bonds for infrastructure
- Offer tax credits
- Offer a low-income loan for property improvement
- Apply for a grant for Main Street – inclusive of streets SHPO
- Put together a "rule packet" for the Penn Yan façade grant program – streamline and quantify

Reuse of Middle School:

- Possible location for a community center
- Possible location for new senior housing


Focus Area #4 Housing and Mixed Use Development
November 3, 2012
ROCHESTER REGIONAL COMMUNITY DESIGN CENTER
RRCDC
4B
Residential Housing Areas Real Renovations
Residential Already Planned/Developing
Parking Areas Possible For Residential
4B Approx. 24 units -
New Residential/ Public Realm
Trailer Park
Residential Rehab
Residential Rehab
Ball Fields
Parking
Foss Mill Rd
Serenity Pl
Cornell St
Grace St
Youngs St
Florence Ave
Walnut St
Collins Ave
Lawrence St
Hamilton St
Cherry St
Sherman St
Old Route 14A
Harford Rd
Kennedy Ave
Franklin St
Geneva St
Monterey Ave
Lincoln Ave
Garfield Ave
East Main St
Pleasant Ave
Hutton St
Commercial Ave
Dayton St
Brown St
Liberty St
Keuka St
Sunset Ave
Crescent Dr
Kimball Rd
Burns Terrace
Highland Dr
Court St
Glenmore Ave
Rosewood Dr
Elm St
Keuka Lake Outlet

Focus Area 5

Commercial and Community Development

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Improve Signage:

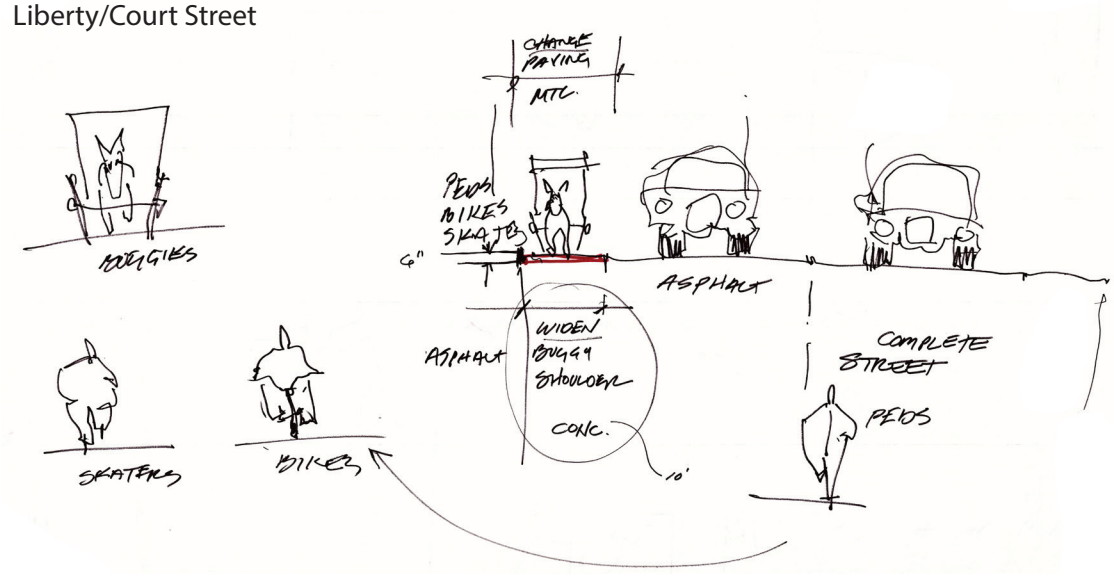
- Revise current signing regulations
- Improve the functionality, style, scale, placement, and lighting of signs
- Create design uniformity between signs
- Increase signage that directs and gives a clear definition to the downtown

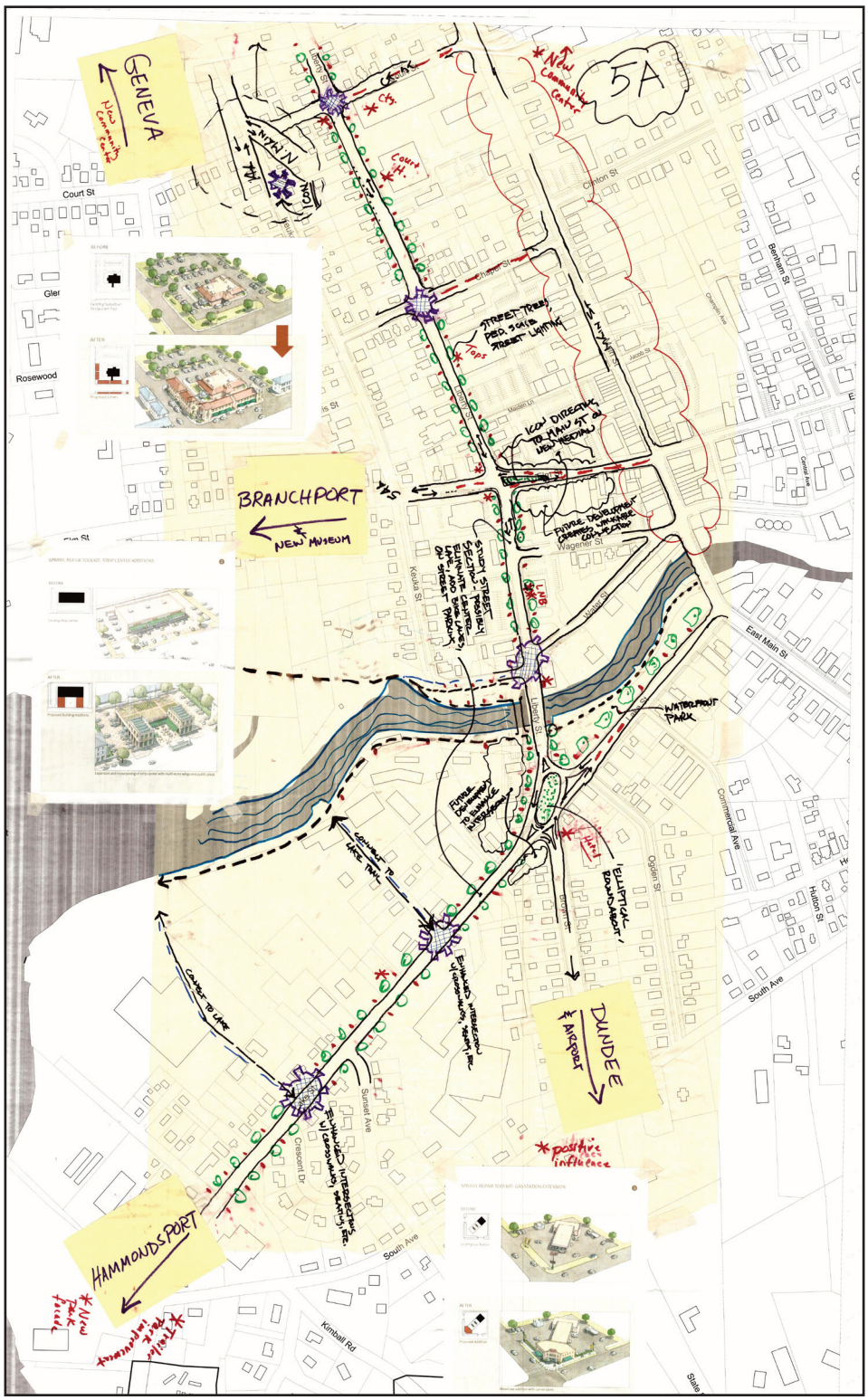
Improve the Public Realm:

- Bike Lanes
- Improved and well-spaced street trees
- Improved lighting that carries a historical theme
- Streamlined theme connecting the downtown area
- Pedestrian crosswalks
- Linkage through improved streets, street edgers, tree lawns, sidewalks and street trees
- Enhanced intersections:
- Liberty/Court Street
- Liberty/ Church Street
- Liberty/Elm Street
- Lake/ Liberty Street
- Lake/ Monell Street
- Lake Street/ Carwash
- Improve paving, bury future utilities
- Address the needs of the streetscape and overhead utilities
- Ensure public access to public assets
- Walking path security
- Coordinate a parking plan and shared parking (pool disparate parking lots)
- Improve access to, and character of, outlet, walking paths and parks

Grow the Private Realm:

- Modify setback codes to promote growth
- Move buildings close to street and parking to rear
- Reduce parking requirements




GENEVA
5A
New Community Center
Court St
Gler
Rosewood
Clinton St
Bentham St
Jacob St
Maiden Ln
Wagener St
Keuka St
Liberty St
Water St
East Main St
Commercial Ave
Ogden St
Hutton St
South Ave
Sunset Ave
Crescent Dr
Kimball Rd
BRANCHPORT
NEW MUSEUM
DUNDEE
AIRPORT
HAMMONDSPORT
STREET TREES, PED. SCALE STREET LIGHTING
ICW DIRECTLY TO MAIN ST AT NEW MUSEUM
FUTURE DEVELOPMENT OPPORTUNITY
STITCH STREET EDGES - POSSIBLY ELIMINATE CENTER LANE, ADD DIAGONAL OR STREET PARKING
WATERFRONT PARK
ELLIPTICAL ROUNDABOUT
COURSE TO LAKE
ENHANCED INTERSECTION W/ CROSSWALKS, SIGNALIZE
positive influence
New Park
Trail Improvements

Focus Area 5

Commercial and Community Development

Establish a Phased Zoning Plan:

- Develop form based zoning code (PHASED)
- Ensure consistent application of zoning codes, building standards and building maintenance laws

Utilize the "Complete Streets" Concept/Law for Liberty Street and Lake Street:

- Streetscape Improvements:
- Bike, buggy and pedestrian lanes
- Street trees and lighting
- Address overhead utilities in long term

Incentivize Private/Public Improvements and Development:

- Incentivize property maintenance
- Offer tax credits (historic tax credits, maintenance tax credits)
- Revolving fund
- Implement Energy Audits and programs for improving efficiency
- Incentivize commercial development to be located away from public assets
- Coordinated and prioritized remediation of Brownfield sites for future development
- Connected historic districts (future overlay districts, residential)
- Incentivize growth through community grants
- Offer low-interest loans
- Land tax assessment (split taxes)

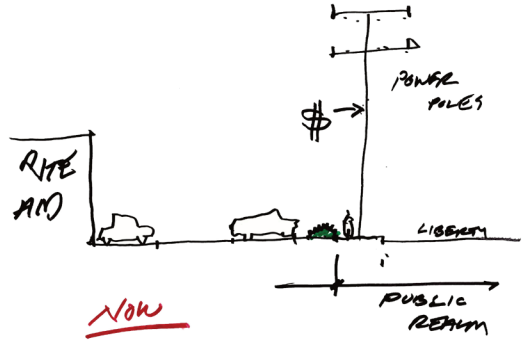
I

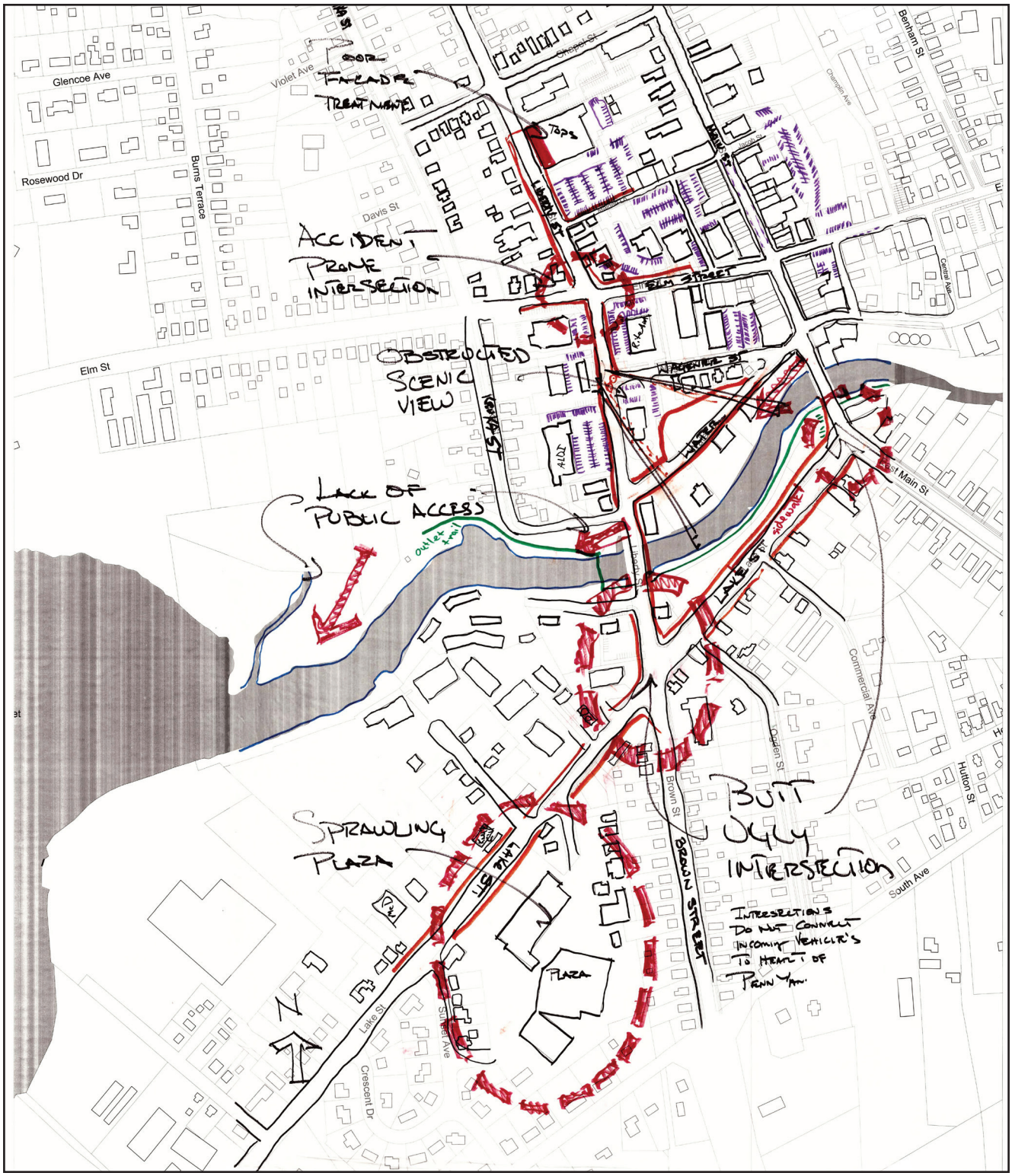
mprove Policy Making and Governmental Relations:

- Application of existing laws
- Balanced equity between Village and County
- Negotiate with Department of Transportation

Promote Industrial Assets:

- Agriculture
- Tourism




Glencoe Ave
Violet Ave
Rosewood Dr
Burns Terrace
Davis St
Elm St
Chapel St
Benham St
Champlin Ave
Maple St
Elm Street
Central Alley
Main St
Commercial Ave
Ogden St
Brown St
Hutton St
South Ave
Lake St
Street Ave
Crescent Dr
PLAZA
ACCIDENT PRONE INTERSECTION
OBSTRUCTED SCENIC VIEW
LACK OF PUBLIC ACCESS
outlet trail
SPRAWLING PLAZA
BUSY INTERSECTION
INTERSECTIONS DO NOT CONFLICT INCOMING VEHICLE'S TO HEART OF PENN YAN.

Focus Area 6

Preservation - Architectural & Environmental Guidelines

**** These notes were transcribed directly from the Charrette event. They have been organized to reflect the key ideas and topics that were generated by the participants and discussed in this focus area.**

Focus on Historical Preservation and Reuse:

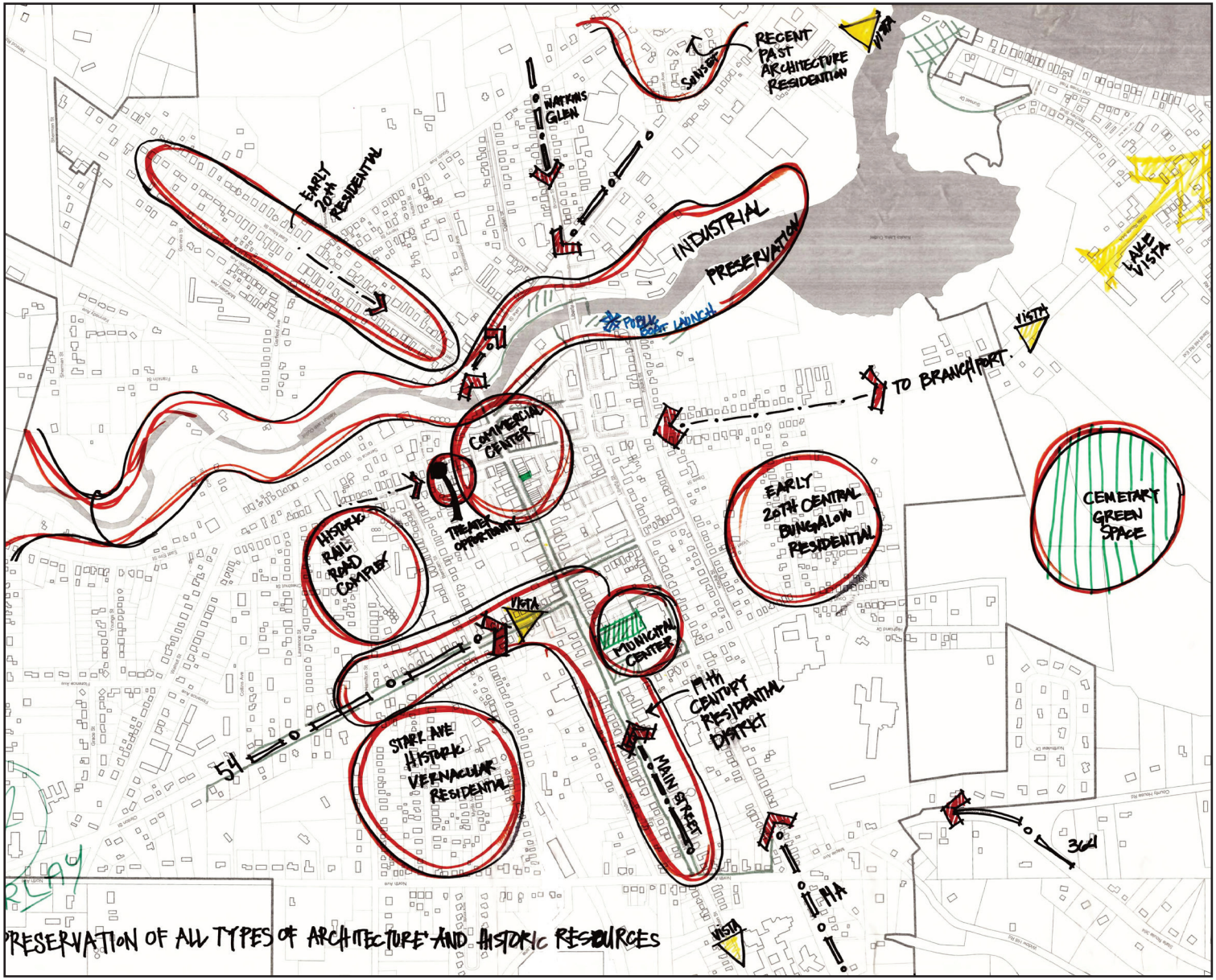
- Maximize incentives for preservation
- Increase tax credits
- Encourage coordination with Habitat for Humanity
- Improve signage in historic districts (update zoning for inclusion of historic lighted signs)
- Identify pockets of opportunity for preservation – i.e. Morgan's area
- Promoting sensitive adaptive reuse (i.e. 4000 square foot home is too large)
- Streamline the preservation process and make it more approachable to community
- Review all zoning regulations and evaluate/ revise where necessary to support both preservation and the effective use of land/property in a community
- Identify and develop presentation plan for at-risk properties on Main Street

Improve Neighborhood Connectivity and Preservation:

- Introduce concept of neighborhood associations and block clubs to improve streetscapes, building repairs and local concerns and opportunities
- Improve coordination and cooperation among governmental bodies
- Offer an on-going series of free community workshops on appropriate, affordable maintenance and repairs of historic buildings (Landmark Society of Western New York, Preservation League of New York State)
- Raise community awareness of all types of buildings and historic resources

Improve Public Environment:

- Make opportunities for public green space and create potential options for outdoor performance space
- Create community gardens
- Improve gateways:
- Signage and lighting supporting the Penn Yan brand
- Traffic flow: autos, pedestrians, bikes and buggies
- Increase trees
- Create a strategy for an "urban forest" throughout the village
- Enhance existing pocket parks and look for new opportunities for spaces
- Rear parking so as to create more opportunity for trees and a more pleasant front façade
- Promote sustainable practices and environmentally-conscious development
- Create a median with trees on Elm Street and Main Street or East Elm Street and Liberty Street
- Place benches on Main Street
- Increase amenities and connections between village locations and promote a positive image


EARLY 20TH RESIDENTIAL
WATKINS GLEN
SUNSET
RECENT PAST ARCHITECTURE RESIDENTIAL
VISTA
INDUSTRIAL PRESERVATION
PUBLIC BOAT LAUNCH
LAKE VISTA
VISTA
TO BRANCHPORT
COMMERCIAL CENTER
THEATER OPPORTUNITY
HISTORIC RAIL ROAD COMPLEX
EARLY 20TH CENTRAL BUNGALOW RESIDENTIAL
CEMETARY GREEN SPACE
VISTA
MUNICIPAL CENTER
19TH CENTURY RESIDENTIAL DISTRICT
MAIN STREET
54
START AVE HISTORIC VERNACULAR RESIDENTIAL
364
14A
VISTA
PRESERVATION OF ALL TYPES OF ARCHITECTURE AND HISTORIC RESOURCES

Focus Area 6

Preservation - Architectural and Environmental Guidelines

Branding Through Strong Social Media and Marketing Efforts:

- Vision 20/20 needs a Facebook page to engage the entire community

Avoid Ill-Effects of Gentrification:

- Taxes and assessments
- Displacement issues – keeping local

Improve and Protect the Natural Environment:

- Promote the use of shared green space in new development projects
- Minimize environmental impact in new development
- Steep slope
- Sewers
- Promote the use of natural buffers through the plantings of trees and vineyards
- Enforce land use and zoning regulations to protect rural character

Improve the Housing Stock on Main Street:

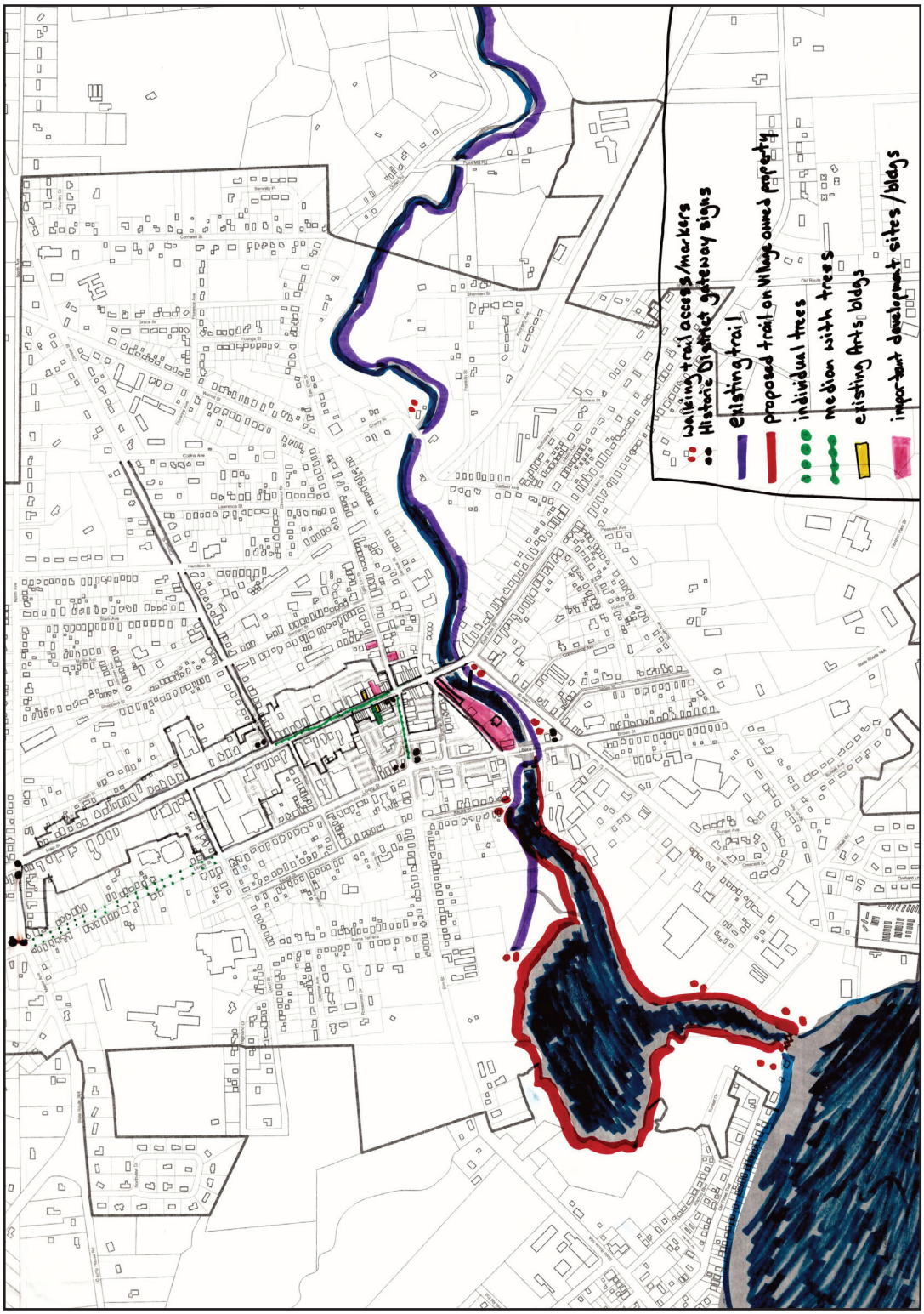
- Address the issue of absentee landlords
- Educate homeowners on how to repair and maintain their aging homes
- Encourage the use of tax credits

Attract Outsiders to Penn Yan:

- Increase access to tourism information to help guide visitors
- Enhance historical places and use them for cultural activities (i.e. the Performing Arts District)
- Pull people into the village with activities at Keuka Lake and the Finger Lakes Wine Trail
- Attract college students from Keuka College and their families
- Implement the use of a smartphone app with each historic building having a QR code

Revitalize and Reuse the Gas House Building:

- Restaurant
- Mixed-use
- Public space, festival site for rentals
- Canoe, kayak, ski and bike rental location
- Nature center for trail
- Visitors center with audio tours


Walking trail access/markers
Historic District gateway signs
Existing trail
Proposed trail on Village owned property
individual trees
median with trees
existing Arts bldgs
important development sites/bldgs

Focus Area 7

Transportation and Connections

**** These notes were transcribed directly from the Charrette event. They have been organized to reflect the key ideas and topics that were generated by the participants and discussed in this focus area.**

Increase Number of Parking lots:

- There is a high need for parking lots near the following:
- "North Trail" heritage walking path
- Creekside walk/buggy route
- Kayak landing

Decrease Reliance on the Automobile:

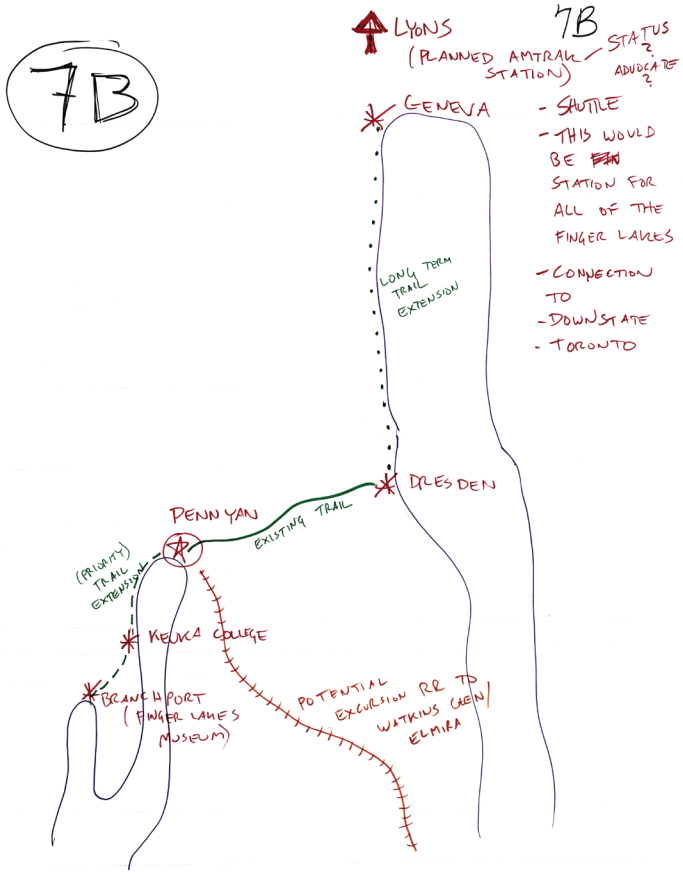
- Society is obsessed with cars
- Cultural change must happen - villagers are very dependent on cars
- Related to household income and ability to drive

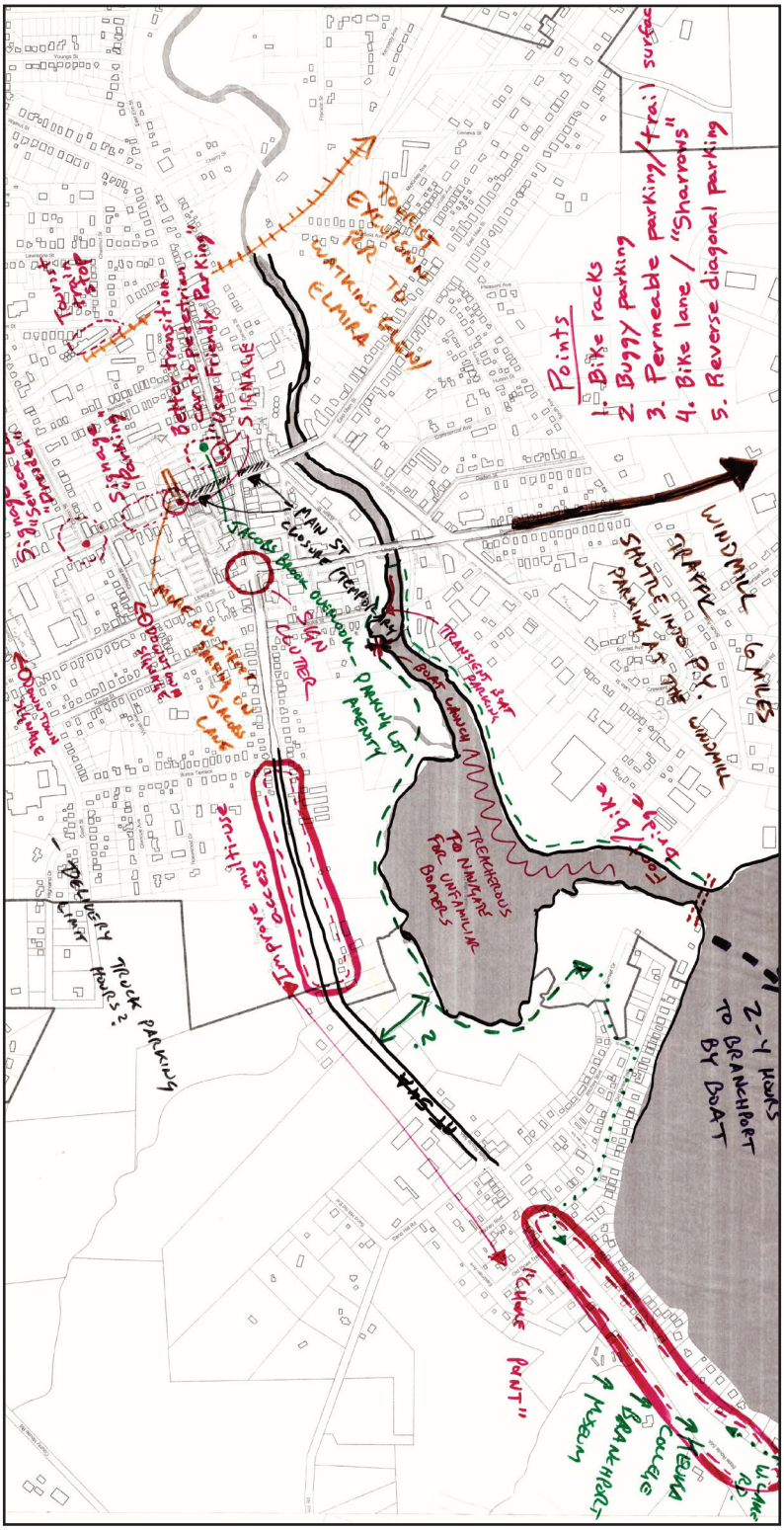
Develop the Market Population of Penn Yan:

- Tourist market (visitors)
- Residents (regional connectors)
- Through traffic (provide route)
- Local circulation (Keuka Park, Branchport, Dresden)
- Movement of goods

Project Proposals:

- Creating a local shuttle system with an accompanying mobile app, which would locate nearest shuttle
- The creation of pedestrian sheds – neighborhood centers
- A revamping of rail travel
- A waterside transportation hub
- Moving business district traffic to Main Street and through traffic to Liberty Street




Points
1. Bike racks
2. Buggy parking
3. Permeable parking/trail surface
4. Bike lane / "Sharrows"
5. Reverse diagonal parking
TOURIST EXCURSION TRAIN TO WATKINS GLEN/ELMIRA
WINDMILL
GRAPPEL
SHUTTLE INTO P.Y.
PARKING AT THE WINDMILL
6 MILES
TRANSIENT BOAT DOCKING
BOAT CANNON
OVERLOOK - PARKING LOT AMENITY
TREACHEROUS TO NAVIGATE FOR UNFAMILIAR BOATERS
2-4 HOURS TO BRANCHPORT BY BOAT
MAIN ST
Jacobs Brown
ELAN CENTER
Better Transition from Pedestrian to Bicycle
Signage
Signage
Signage

Guiding Principles

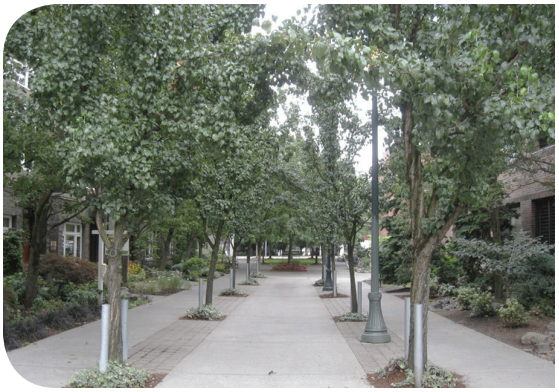
The following guiding principles will serve as a framework for the development of the Penn Yan Community Vision Plan and its recommendations. These principles were generated by the Vision 20/20 Steering Committee, developed from reoccurring themes that emerged during the Charrette event.

1 Preserve, Cultivate, Celebrate Historic Ambience: Preservation, history, culture, Main Street

- Preserve the historic ambiance of the Village and its downtown core;
- Encourage, incentivize and provide guidelines for the restoration and preservation of buildings, natural resources, and vistas that exemplify the agricultural and historic character of the community;
- Identify key elements that are a source of community pride and set Penn Yan apart from neighboring communities;
- Highlight notable design elements that enhance the historic nature of Penn Yan (i.e. historic lighting and signage).

2 Provide, Enhance, Expand Connectivity: Gateways, waterfront, parking, region

- Establish and enhance gateways that include attractive/informative signage and a define an appealing entry into the community;
- Promote a cohesive community identity and the location of community assets by using building, gateway and way-finding signage;
- Improve the connectivity and access to parks and the trail system;
- Establish a unified trail system that becomes a common destination for recreation.



3 Demand Good Design: Public realm, design guidelines, signage

- Support the development of design guidelines that are consistent and address the character, needs and safety considerations of the community. Design guidelines might include signage, lighting, façade programs;
- Promote road designs that accommodate pedestrian as well as vehicular traffic that are safe, manage vehicle speed, congestion, and noise both now and in the future.

4 Focus on the Pedestrian: Balance between auto, multi-modal, trails, parks, safety, walkability

- Designate, create and celebrate roadways that promote multi-modal transportation;
- Provide pedestrian and non-motorized transportation connections that support green living, convenient travel, access to nature, good health, and acknowledge our Mennonite community;
- Encourage alternative transportation (biking and walking) as a significant recreational option and tourism draw for our region while providing access community assets.

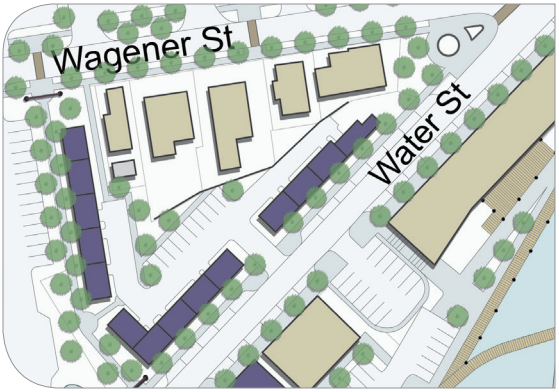
Guiding Principles

5 Enhance with Natural Elements: Vistas, waterfront, parks, trees, trails

- Create, preserve and enhance green spaces and scenic vistas;
- Enhance and connect existing parks/greenspaces into one larger park system integrated throughout the community:
- Enhance pedestrian and visitor accessibility to parks/ greenspaces and the waterfront;
- Create a recreational area that provides a place for resident's/ visitor's dogs to run and play in a safe environment.

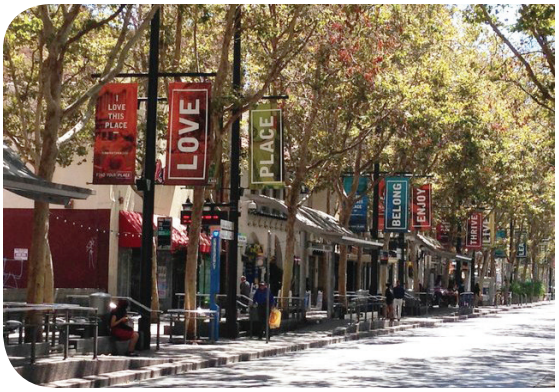
6 Promote Appropriate Growth: Housing, land use, building use, planning, fighting sprawl

- Champion thoughtful development and planning by acknowledging our diverse community;
- Identify sites for appropriate infill development (residential/commercial) that meet the needs of the community;
- Discourage sprawl development and promote mixed-used developments as well as appropriately scaled buildings in the downtown and on the waterfront.
- Increase the efficiency of existing parking while providing improved access to public lots, especially in the downtown district.



7 Develop Civic Pride: Stewardship, property maintenance, partnerships, diversity, identity

- Define Penn Yan as a community rich with character, pride, cultural and natural resources; that is business friendly, organized, professional and welcoming;
- Encourage, incentivize, and facilitate the improvement and maintenance of existing residential and commercial structures, especially along our gateway corridors;
- Support new partnerships/collaboration with the County, Village, and surrounding Townships;
- Encourage sustainable lifestyles and a green community through recycling, energy efficiency, and self sufficiency.



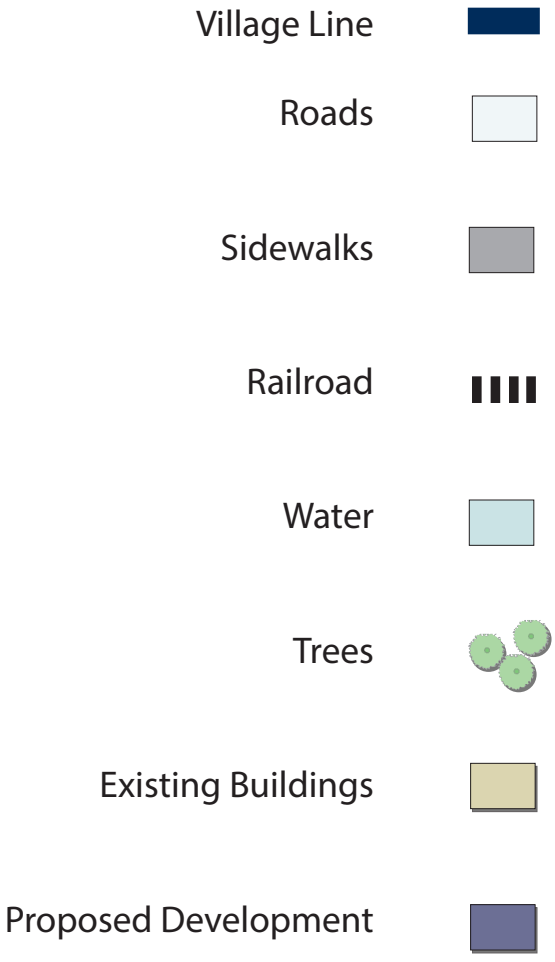
8 Destination Penn Yan: Tourism, history, waterfront, public realm, identity

- Support and promote aspects of the community that create and draw in tourism;
- Develop a community icon/symbol to be used in the promotion of the community as a place to live, work, and visit;
- Improve the development and access to the waterfront in ways that allow for enhanced recreation, diverse means of travel, business stimulation, and tourism;
- Create a Community Center facility which will provide health and wellness programs for all demographics in the community.

Vision Plan

This map represents the comprehensive Vision for the Village of Penn Yan. It is based on community input that was gathered during the Penn Yan Community Charrette. The plan highlights suggestions for future development of the Village. In the following pages, the Vision Plan is organized by the Charrette focus areas and highlights suggestions for the enhancement of the village.

Legend



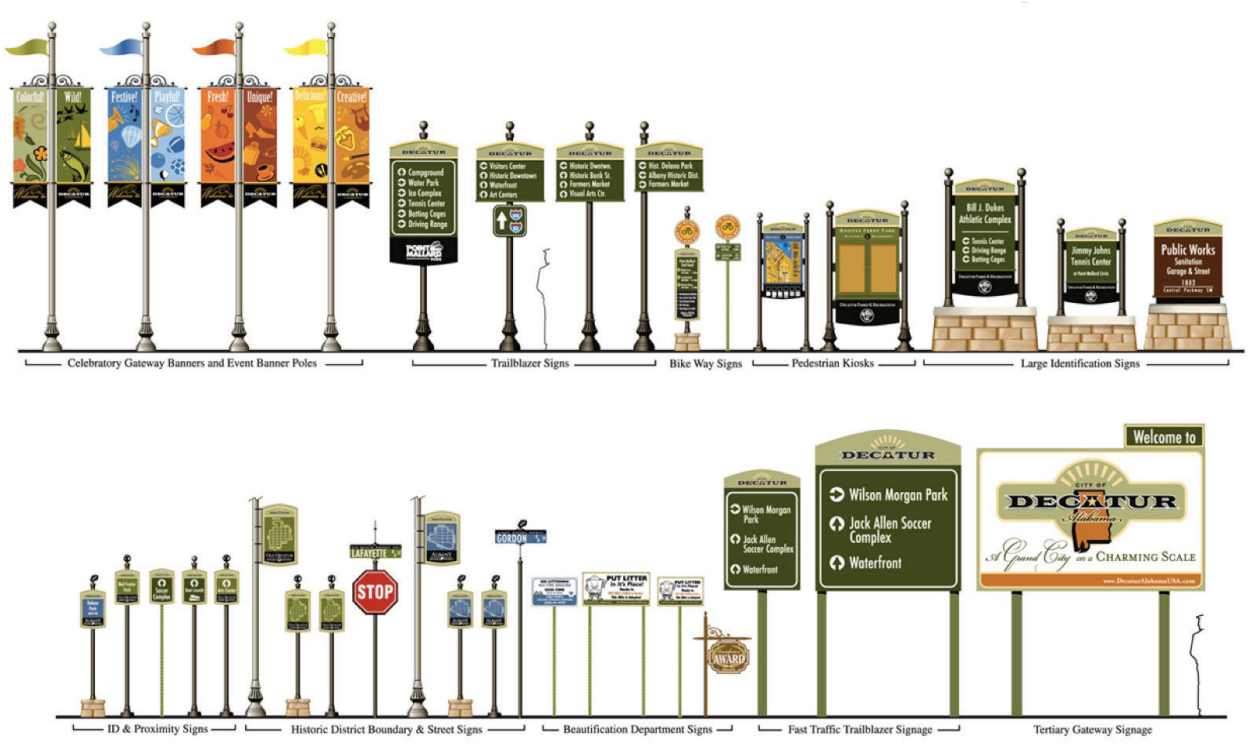
Gateways and Way-Finding

A key goal of the Penn Yan Vision Plan is to enhance the sense of community, of place and of civic pride in the village. The development of gateways and the addition of way-finding signage stands out as simple and impactful goals that will serve to effectively announce to visitors that they have arrived at a destination and special place. The Village of Penn Yan is accessed through 8 major gateway locations. Additionally, there are 7 way-finding locations within the Village.

Gateways, way-finding signage, and banners are all important elements in a communication system to guide pedestrians and motorists alike to Penn Yan's unique attractions. Individually, these elements are experienced in a variety of scales catering to different modes of transportation. Together, their cohesive and attractive design not only will enhance the aesthetics of the public realm, but will also improve the experience of those visiting and moving throughout Penn Yan.

Gateways

Gateways define the points of entry to a destination, whether it is a city, a village, a neighborhood or a district. When these gateways are designed and positioned with care, there is a sense that one is entering a special place – in the case of Penn Yan, a place with a unique character and history. This is achieved with appropriately scaled features in the built environment that provide visual cues – including signage, logos, flowers and vegetation, public art, lighting, and more.



Gateways and Way-Finding

All gateway signage should be:

- Attractive, reflecting the character of Penn Yan;
- Colorful;
- East to read;
- Landscaped;
- Visible and well lit day or night.

Corn Hill, Rochester NY

A well-designed gateway (see right) signals that one is entering a special place, while communicating several important things about that destination. The appearance of the gateway, especially its design, signals to the visitor that the place they are entering has a specific character and history. The attractiveness of this sign, as well as the beautifully maintained garden enhancing it, communicates that the residents of the community value it, suggesting that visitors should too.

Short North, Columbus Ohio

A gateway can also be identified by an archway or other artistic prominent element. This decorative archway (see right) uses scale, lighting, lettering style, and thematic images to communicate that this is an entrance to a grand or festive destination. Archways can be repeated along a corridor or path to define a district or identify a link between two or more locations.

Banners and Way-Finding

Banners and way-finding signage are smaller scale than gateways, and when interspersed throughout a town or district, such as Penn Yan's Historic Downtown, communicate a sense of civic pride and identity while providing directional information to

visitors. Way-finding signage, which might consist of kiosks, maps, or directional arrows, performs a function that is important for tourism and pedestrian mobility. In helping visitors get around the village to some of Penn Yan's most important attractions and assets. Way-finding signage will make a visit to the village simpler, more enjoyable, and more pedestrian-friendly.

Penn Yan Logo Banners

Banners are an effective tool for defining distinct areas within a city, village or town. This plan suggests implementing a village-wide network of banners, featuring a logo unique to Penn Yan and to the particular area of the village in which they are located. For example, the banners in the Downtown Core might be represented by a historic icon of Penn Yan and might be displayed in a color scheme alluding to the historic context; while banners near the waterfront might be represented by a nautical icon and appropriate color scheme. The design of these banners will communicate information about the specific districts they represent, while presenting a cohesive and distinct identity of Penn Yan as a destination.

Examples to the left are suggested options for the designs for banners for Penn Yan. They incorporate the outline of Keuka Lake, using its shape for the "Y" in Penn Yan. While the colors, text, and icons are subject to change based on community input, these examples offer a variety of options and provide a base to work from. Throughout the plan these banners will be displayed to illustrate how they might be used to enhance a particular area.

Gateways and Way-Finding

Route14A & Main Street - Northern Gateway

Penn Yan's northern most gateway lies just outside the village boundary where Route 14A and Main Street split. Route 14A is a major north-south corridor that carries both passenger and large truck traffic to and through Penn Yan. This particular site is ideal for gateway and way-finding signage because it is the first indication that you are approaching the village and also because of the choice it provides to travelers to either continue along Route 14A or to enter the village at Main Street. The Penn Yan community seeks to discourage the large truck and thru-traffic on Main Street. Signage at this location could communicate this to the large trucks so that they remain on 14A while travelers wishing to visit Penn Yan are directed towards Main Street and the historic downtown core.

Before

After

The example below shows this site as it currently exists and then what it might look like as an enhanced gateway/way-finding location. The vertical signage is eye catching and announces the arrival into Penn Yan. The signage also presents options to travelers: they can follow Main Street into the Historic Downtown or continue on 14A towards the Waterfront District or continue through Penn Yan. Additional signage could also be posted that restricts large commercial vehicles on Main Street in order to preserve its character and charm. Aesthetic enhancements featured in the signage include context-sensitive design, quality materials, landscaping, and appropriate lighting.

Liberty Street and Route 364

Route 364 is a major transportation route that is frequented by traffic entering Penn Yan from the West. The intersection of Route 364 and Liberty Street (14A) is another ideal location for a gateway/way-finding location. Similar to the 14A gateway, this intersection presents the traveler with a choice: to continue on to Main Street or to turn right toward some of the larger commercial businesses and the waterfront. This choice is illustrated in vertical signage and through the use of banners that identify and direct to specific districts within Penn Yan.

Before

After

This gateway was designed to screen the gas station and mini-mart located on the corner. A large, landscaped "Penn Yan" sign hides the unattractive pumps, putting the Village's best face forward while welcoming visitors. Additionally, the image makes suggested improvements to the intersection, including crosswalks, pedestrian scale lighting, and enhancements to the gas station itself. An ideal solution for strengthening the intersection would be a reorganization of the gas station site and eventually a store built right up to the sidewalk line with the pumps and parking located behind. A less radical option might include upgrading the gas pump shed to better reflect the rural context of the community.

Gateways and Way-Finding

Lake Street and Main Street

The enhancement of the Main Street and Lake Street intersection serves many purposes, but it primarily serves as a gateway and way-finding point for pedestrians and vehicles entering the downtown core. The flowerbed and sign, in combination with banners and other directional signage, clearly signal to travelers that they are entering the Penn Yan downtown and inform them as to which way they must go to get to desired destinations.

Before

Similar to the signage at the intersection of Liberty Street and Route 364, the landscaping, flowerbed and sign screen the parking lot located behind it and also terminate the view for those traveling east on Lake Street. Other public realm enhancements include crosswalks, pedestrian scale lighting, banners, flower baskets and 'sharrows' (symbols signifying that the road should be shared by cyclists and motorists).

After

Liberty Street and Elm Street

The intersection of Liberty Street and Elm Street is Penn Yan's most active node. It is the first major intersection that vehicles encounter when entering the Village from the west, and a logical location to make gateway improvements. Road and public realm enhancements are needed on Liberty Street and Elm Street to make this a safe and attractive intersection for pedestrian as well as vehicles. These improvements will help to better define this intersection as a gateway into the downtown core.

The inclusion of plantings or vertical elements will define the four corners of the intersections and also help to screen the parking lots adjacent to the road. On Liberty Street, the north and south sides near the intersection have a planted median, which will calm traffic and also identify to drivers that they are approaching an important node. For cars entering from the west, they will be greeted with an archway over Elm Street. Banners and other signage will further enrich this gateway intersection.

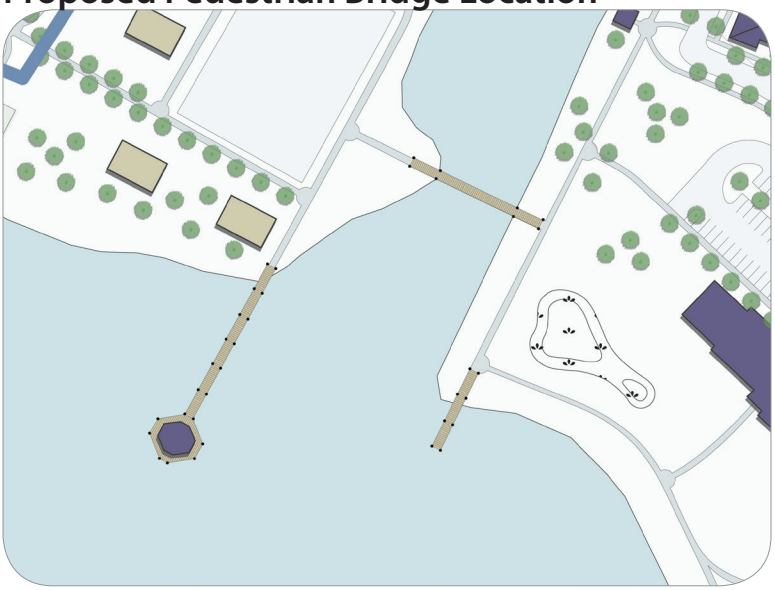
Proposed Intersection Design

Gateways and Way-Finding

Outlet Pedestrian Bridge

Because Penn Yan is located on the water, visitors might also be entering the Village by boat. There is an opportunity to welcome these visitors by utilizing the proposed pedestrian bridge at the mouth of the outlet. The pedestrian bridge is critical to the connectivity of the outlet trail system but might also be enhanced with signage, lighting, banners, or other elements to announce arrival into the outlet. The design of the bridge itself can also enhance the gateway and reflect the characteristics of Penn Yan. Additional way-finding signage can be used to direct boaters towards the public boat launch and downtown core.

Proposed Pedestrian Bridge Location



Historic Icons

Incorporating historical elements into gateway design offers an opportunity to tell the story of the community's history while strengthening regional identity. One particular icon of special interest, identified at the charrette, is the cupola from the Empire State Winery building, built in 1896. The cupola survives as a remnant of this important historic structure that was demolished in 1990. Reusing a tangible reminder of Penn Yan's rich agricultural history signals the community's civic pride and regional significance to visitors. The map below identifies potential locations that might serve as a new home for the cupola.

Map of Potential Cupola Locations

Gateways and Way-Finding

Village Path & Outlet Trail System

Increasing opportunities for connectivity for both pedestrians and vehicles within the Village is an important pillar of the Vision Plan's guiding principles. The plan proposes a system of paths that connect the Downtown Core to a newly developed waterfront. These pathways provide more direct and convenient access for pedestrians to and from Penn Yan's attractions. The enhancement of these pedestrian paths will promote walking within the Village for visitors and residents alike. The pathways could be identified with decorative archways, special sidewalk paving or artwork, and might feature way-finding signage, festive lighting, flag decorations, and public art. In locations where segments of the path do not directly align, these identifiers will help guide the pedestrian to the next path segment.

Along the outlet trail (as described in the next section), information kiosks will indicate way-finding points. These kiosks will display trail maps, highlight attractions, and indicate locations for recreational activities. Kiosks will also communicate information about local history, upcoming events, and the natural environment. In addition to providing information, the kiosks will act as a point of entry to the outlet trail, often located at the junction of several paths.

Path / Trail Gateway Examples

Waterfront Development and Connections

Penn Yan is located at the north end of the east branch of Keuka Lake and along an outlet connecting Keuka Lake and Seneca Lake, which lies to the east. This location was instrumental to the development of Penn Yan and the mills that contributed to its economic vitality, making it possible to transport goods by water and rail. However, this industrial legacy has resulted in the domination of the waterfront by private infrastructure, rather than public uses. Reclaiming, redeveloping, and celebrating the waterfront will be crucial to the future growth and economic success of Penn Yan.

The Penn Yan Community Vision Plan seeks to enhance and preserve the waterfront, while improving access to and from the downtown core, broadening the range of uses available to residents and visitors. The re-envisioning of the waterfront is addressed in several ways. First, by reconnecting the outlet to the Village by establishing a trail system that circles the entire outlet. This trail would build upon Penn Yan's industrial past by reclaiming the abandoned strip of land that was once occupied by the railroad. Secondly, by enhancing the natural and recreational areas surrounding the outlet that make Penn Yan unique, taking into account public health and environmental issues. Finally, the plan calls for re-engaging the waterfront by targeting areas for appropriate residential and commercial developments, reusing and repurposing historic structures when possible.

Waterfront Development and Connections

The Outlet Trail System

The Keuka Outlet Trail is an integral part of the community's forward-thinking vision for Penn Yan's waterfront. It will promote new and expanded recreational uses of the waterfront, including activities such as hiking, cycling, running, kayaking, and boating. More importantly, the development of this trail system will reclaim the land surrounding the outlet that was once occupied by railroads and industrial development. Reopening the waterfront to the public will promote development and reconnect Penn Yan to its most valuable asset. Waterfront developments will include amenities for all types of uses, including new trails, boat and kayak launch facilities, passive and active recreation areas, and a dog park. The development of the waterfront around the outlet also presents opportunities for commercial ventures such as restaurants and retail shops. The opportunity to enjoy a meal overlooking the natural beauty and activity of the outlet will be an attraction for local residents as well as Finger Lake tourists.

After

Before

The outlet trail will benefit Penn Yan beyond the encouragement of recreational uses. The trails themselves can be designed to assist the natural processes that manage excess storm water. The trail surfaces will be constructed of pervious materials that promote absorption of precipitation back into the soil, and thus reduce runoff water into the water treatment system. If there is a major weather event this will also help to alleviate the strain on smaller tributaries and reduce the risk of flash flooding.

Jacob's Brook

The opportunity for waterfront development in Penn Yan extends beyond Keuka Lake and the outlet and also includes Jacob's Brook. Jacob's Brook runs through the heart of the village, between Main Street and Champlin Avenue, and terminates into the outlet from the north. The portion of the Brook between Elm Street and the outlet was once exposed, allowing small boats to deliver goods directly to the back of Main Street establishments. It was eventually covered and the space created is now used for a parking lot and present day Basin Street.

In June 2014, the Village of Penn Yan experienced heavy rains, overburdening Jacob's Brook. Debris traveling in the Brook became clogged in the covered section, which led to the uplifting of pavement, the collapse of a building, and extensive flooding in the area surrounding Champlin Avenue. The flooding damaged several homes and businesses in the area, displacing residents. This event has presented both challenges and opportunities. The easy fix

Waterfront Development and Connections

would be to repair the damage and cover over the Brook, once again, attributing the flood to a once in 100 year occurrence. Another option would be to rethink the design of this section of Jacob's Brook, potentially preventing future damage, and developing the area in a manner that is environmentally conscious and economically advantageous.

The Vision Plan addresses Jacob's Brook in two sections - the area of the Brook north of Elm Street and the formerly covered area between Elm Street and the outlet.

Jacob's Brook - North

The area to the north of Elm Street is a natural basin bounded by a public parking lot to the west and features grade increases to the north, south, and east. When the Brook backed up in the June storm, this area flooded almost up to the second floor of the homes located there.

The plan proposed for this area takes into account the potential of future flooding employing a naturalistic design, while developing a valuable public amenity in the form of a small park close to the downtown core. By keeping the space open, natural, and relatively undeveloped, future instances of high water levels will exact little damage to surrounding buildings or infrastructure. The slope along the parking lot will retain its natural edge, including plant life that will absorb runoff water, limiting strain on the Brook.

This location would become a public space, providing a place for residents and visitors to gather and enjoy the natural beauty of the Brook. Residents of the newly proposed housing along Champlain Ave-

nue would be able to enjoy this natural environment located in the center of their village. Houses designed with living spaces on the second and third floors would reduce the potential for damage in the event of another flood. The area might also include a small shelter, a dock along the water, and even an amphitheater (natural or concrete) to stage outdoor performances, offering an opportunity for the Sampson Theater or other organizations. The paths located within the site would connect to the outlet trail and provide access to the adjacent parking lot with a pedestrian bridge, making the park a good place to start or end a day's journey.

Proposed Plan for Jacob's Creek North

Waterfront Development and Connections

The portion of the Brook north of Elm Street, once covered by the parking lot, would be reopened to create a pocket park at street level. In addition to becoming a unique feature of the village, day-lighting the Brook at this location would reduce the risk of debris clogging the pipe again reducing the risk of future flooding. This approach would be replicated on the south side of Elm Street as well. Any loss of parking in these areas will be made up and accounted for in nearby areas of the village.

Jacob's Brook - South (Basin Street)

Day-lighting Jacob's Brook on the south side of Elm Street would dramatically change this location from an infrequently visited area of the village into one of Penn Yan's premier destinations. When the flooding occurred, the water did most of the work, collapsing a building and revealing the Brook, along with its century-old round arched stone bridges that were buried under the street. At first glance, it is obvious that these archways were not intended to be covered up. The plan proposed for the "Basin Street District," as it might be referred to, is to allow the Brook to remain exposed and develop this area as a public space, a commercial and entertainment district. Basin Street itself would become a shared-space street, allowing for use by pedestrians, cyclists, and vehicles alike. New infill might attract businesses such as restaurants, shops, and pubs, building on the already-established local establishments.

While the site is intended to be very walkable, a new parking area is proposed in the adjacent lot on Seneca Street. This 42 space parking lot could accommodate visitors coming to the Basin Street District and to the village in general. This lot connects directly to Basin Street by a stairway passing between two adjacent buildings.

The day-lighting of Jacobs Creek and enhancement to the surrounding areas are just a small part of the vision for Penn Yan's waterfront.

Proposed Plan for Jacob's Creek South

Waterfront Development and Connections

Inner Outlet - "The Hub"

The portion of the inner outlet, otherwise known as "The Hub", is bounded by Lake Street, Liberty Street, Water Street, and Main Street. It is referred to as "The Hub" because of its central location within the village and because it is the location where trails and pathways meet. The north side of the "Hub" is the only location where the downtown core physically borders the waterfront and is also the farthest point that a boat or small craft can travel into the outlet. Naturally, this would be an ideal location to build docks that encourage boaters to come directly from the lake into the village to get a bite to eat after a long day on the water. Floating docks (see Image) could be attached to the boardwalk in the summer months to accommodate boat parking, and removed after the boating season is through.

Proposed Plan for the Inner Outlet Hub

This area, which until recently remained underutilized, is awakening with the redevelopment of a former warehouse into residential apartments along with the rehabilitation of a storefront building next door. These projects may become catalysts for further development of the area. New infill buildings will help to frame the waterfront area and redefine the building edge along Water Street.

Waterfront Development and Connections

The south side of "The Hub" is mostly undeveloped park land and will remain so. The redesign of the intersection at Liberty Street and Lake Street would add land to the existing park, allowing for a more gradual slope, opening up views to "The Hub" from the intersection. The small parking lot next to the playground would be replaced with a grand stairway and dock, inviting pedestrians down to the water. Parking would be supplemented with the addition of on-street parking along Lake Street.

Before

After

The existing portion of the Keuka Outlet Trail is located on the south side of "The Hub". The trail system crosses the outlet east of the Liberty Street Bridge, limiting its current connections. An existing former train bridge could be transformed into a pedestrian crossing, increasing connectivity within the village. This connection would play a critical role in creating a continuous loop around the outlet.

Before

After

Waterfront Development and Connections

The Inner Outlet Park & Boat Launch

The inner outlet boat launch/park takes in the area surrounding the waterfront between the Liberty Street Bridge and where the outlet opens up into a marsh. This area, particularly on the north side, is already established as a green space and public boat launch. The Penn Yan Community Vision Plan suggests enhancing its current use by upgrading the park and boat launch facilities, improving the parking lot, and adding picnic shelters. In summer months this site could feature kayak and canoe rental facilities and food stands.

Proposed Plan for the Inner Outlet

The plan proposes that this location serves as the site where the outlet trail splits adding to its current length. From the site of the split, the original trail connects to the baseball fields through the woods. The new section of the trail would bypass the baseball fields and continues around the edge of the outlet. This adds to the experience of trail users by offering them the option to circumvent the fields. Because this site will be a destination as well as starting point for outlet recreationists, way-finding signage and information kiosks would be positioned to guide people around the village and outlet.

The plan for the south side of this area of the outlet calls for a major redevelopment, replacing the existing lumberyard with mixed and commercial uses. The offices for the lumberyard are housed in historic buildings along the waterfront that could be rehabilitated and reused. Temporary docks would be located nearby to accommodate boat traffic. Additionally, the outlet trail would continue through the new development at the lumberyards, creating a pedestrian connection to other parts of the village.

Waterfront Development and Connections

The Outlet Widewater & Marshland

The outlet, widewater and marshland refer to the area consisting of the large pond-like section of the outlet, which is bordered by woods and marsh. There is little development planned here, leaving the majority of this natural area intact. It is a haven for wildlife and yet another opportunity for Penn Yan to benefit from a natural resource. Given that this area would be inappropriate for larger boats, it is an ideal site for kayakers and canoeists to access and use. Some dredging might be necessary along the main channel of the outlet to accommodate smaller boats that want to access the public launch and "The Hub."

The limited development recommended for this area consists of additional trails and a boardwalk that traverses the marshlands. The boardwalk would

Proposed Plan for the Outlet Wildlife Area

serve two important purposes, first, to link the outlet trail loop, enhancing the pedestrian connectivity of Penn Yan. Second, it would provide opportunity for nature lovers to venture out over the water in the outlet to view birds and other local wildlife. The boardwalk would be accessible to pedestrians, cyclists and for all of the uses permitted on other sections of the trail system. At specific locations along the boardwalk, lookout points would be featured. At these points the boardwalk would be wider, making it possible for people to safely stop and take in the scenery allowing others to circulate. The boardwalk would feature two entry points – one on the north side near the baseball fields and the other near the southwest arm of the outlet, connecting to Indian Pines Park.

Before

After

Waterfront Development and Connections

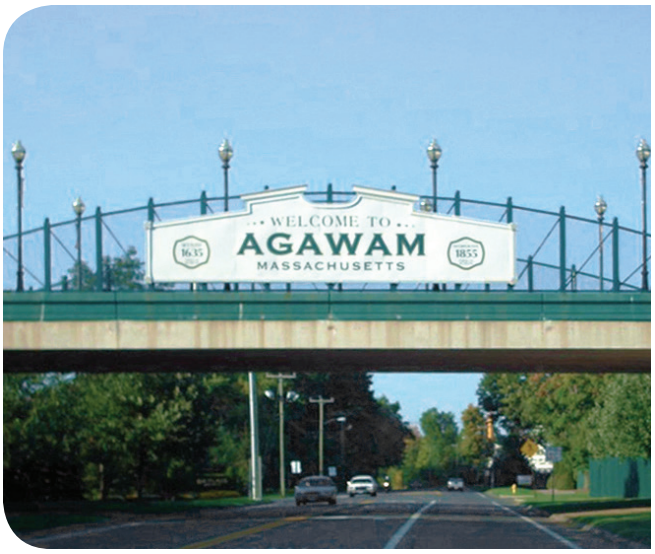
The Outlet Gateway

The area around the entrance to the Keuka Outlet, where Penn Yan meets Keuka Lake, serves as a major gateway into the village for those arriving by water. The opening is flanked by two parks: Indian Pines on the western shore, and Red Jacket on the eastern shore. These parks provide the only public access to the Keuka Lake waterfront. They are separated from each other and from the village. The vision plan addresses connectivity at the outlet entrance by enhancing gateways, both on land and on water, and proposes that a pedestrian bridge be built over the outlet between the parks.

Before

After

Indian Pines Park is located in a prime area, but appears to be underutilized and minimally maintained, likely because of its isolation and lack of its connectivity from the village. Improved signage on Elm Street and at the entrance to the park itself would help remedy this. In its current state, the park looks more like a restricted area than a public park. Removing the chain-link fence and opening up the park entrance would make it more inviting for visitors. Only minor aesthetic upgrades to the playground, parking lot, and picnic shelters would be needed to enhance the park.



The addition of a pier extending out into the lake from this area would increase the draw to Indian Pines Park as a destination. The pier would function much like the proposed boardwalk, offering people views of the lake that they might not be able to see from the shore. The structure could be lighted at night and might feature a shelter at its terminus, a place for people to gather.

Waterfront Development and Connections

Pedestrian access to the outlet entrance would be greatly improved by the installation of a boardwalk, taking them on a path through the marsh, and to and across the pedestrian bridge at the mouth of the outlet. These connections would create a greater loop of destinations with the park as part of the experience. The pedestrian bridge could be designed with gateway appeal, welcoming boaters into Penn Yan. The bridge would ultimately restrict larger boats (30 feet +) from entering the outlet. A separate public launch would have to be situated somewhere on the lake itself to cater to larger boats and sailing vessels.

The east side of the outlet entrance is private property and the future site of a hotel. In order to achieve the desired connectivity with the trail system, access would need to be granted along the water's edge to accommodate the outlet trail. To the north, a swath of public land would provide room for the trail and a linear park which would be integrated into a future site for residential development. To the south the trail continues until its point of termination at Red Jacket Park.

Proposed Plan for the Outlet Gateway

Downtown Core

Enhancing the Public Realm

The Village of Penn Yan has a beautiful and historic Downtown Core centered around its architecturally intact Main Street. The Vision Plan suggests building upon the downtown's existing assets and making improvements to the public realm in ways that will:

- Foster civic pride;
- Encourage preservation of the village character;
- Prioritize the needs of the pedestrian;
- Promote the downtown as a vibrant and culturally rich district.

The Vision Plan recommends ways to improve the public realm in the downtown at the pedestrian scale by suggesting street design that calms traffic, improves the parking efficiency, and encourages furthering the use of multi-modal transportation (vehicles, bicycles, and buggies). These enhancements are achieved with tree-lined streets, pedestrian scale lighting, enhanced crosswalks, appropriate signage and the addition of banners, artistic elements and amenities. A downtown core with a thoughtfully designed public realm improves the experience for the pedestrian, promotes local businesses, and builds community identity.

Downtown Core

Trees & Plantings

Trees and plantings are effective tools used to enhance the public realm. Trees can be used to define and to frame major corridors. Their presence improves the aesthetic appearance of a neighborhood or street corridor. Trees provide shade in downtown areas, making sidewalks more enjoyable for pedestrians, and encouraging business owners to utilize the sidewalk areas adjacent to their establishments.

Trees and plantings might also be used to enhance parking lots, by screening them from the street and mitigating the negative effects of large areas of asphalt. Furthermore, specific types of plants can be used in rain gardens and bio-swales help to filter water runoff.

Flowering plants are equally important to the aesthetic of the public ream. They can be used to enhance gateway signage or to help screen a parking lot. The repetition of flower baskets throughout a downtown sends a message to people that they are someplace special. Much like banners, they can help to establish a community identity.

Signage

Signage in the public realm might be installed for way-finding, information content or for identifying and promoting individual businesses or institutions. When designed well, signs may help create a unified sense of identity within a community. Penn Yan's Main Street was once lined with perpendicular neon-lit signage and was a unique Penn Yan feature. When addressing signage, especially in the historic district, it is appropriate to embrace and honor the past, when possible.

Lighting

Lighting is essential to neighborhood safety but can also be used to enhance its visual appeal. The plan considers several types of lighting for the village core including vehicular, pedestrian, and building. Vehicular lighting consists of tall overhead lights that are out of scale for pedestrians and are not appropriate in the downtown district. Pedestrian scale lighting is designed to a height that is less imposing and is typically installed at regular, shorter intervals along a street. Post top lighting is most common, but a bollard style might also be effective along trails and downtown paths. The style of lighting fixture reinforces the character of a specific area, whether in the historic district or along the waterfront. The light poles themselves can be used as fixtures on which to hang banners and flower baskets.

Exterior building lights emphasize a structure's features and may be used to draw attention to signage. Much like the streetlights, building lights may also be used to define the character of a place. Using appropriate lighting to enhance downtown buildings will contribute in a positive way to the public realm along streets.

Pedestrian Amenities

Pedestrian amenities might include decorative crossing areas and crossing lights, the use of interesting materials for sidewalk surfaces, as well as benches and art installations. While serving to increase safety and ease of travel for pedestrians, they at the same time enhance the beauty and consequent experience of a place.

Downtown Core

Main Street Arcade

An arcade, or passage derived from a European style market, is proposed for Main Street in order to provide access to and from public parking areas. An existing alley in between some of the Main Street buildings on its east side could be used for this kind of pedestrian connection. Windows might be added in the walls of buildings lining both sides of the arcade on the first floor, creating transparency and interest. The arcade might exit directly into the parking lot or could continue through the first floor of the rear building, creating possibilities for smaller location for retail, which might function as incubators for startup businesses. The arcade falls in line with an existing cut-through across Main Street. A well defined mid-block crosswalk is proposed at this location to connect the two features.

Main Street Connector Park

Opposite the proposed arcade, the plan suggests a similar approach when addressing the existing connector park on the west side of Main Street. By redesigning the landscaping and creating window openings on the ground floor of businesses, the site would be further enhanced as cut-through. The addition of vertical elements or an archway would identify the connector as a gateway to the Main Street corridor from the parking lot and also increase pedestrian connectivity through the downtown core.

Downtown Core

Main Street Infill

The two buildings currently standing at the corner of Main Street and Jacob's Street are not contextual with the surrounding Main Street buildings in the downtown core. Furthermore, they do not contribute to the enhancement of the public realm. The majority of existing buildings along this stretch of the Main Street corridor are two to three stories with mixed uses, where as these are one story, single use. Their overall design is not compatible with the historic character of the Main Street corridor. This plan recommends eventually replacing these two buildings with one or more that better reflect the character of the historic district and the downtown core. It is suggested that the proposed building be at least two or three stories with retail space or office space located on the first floor and residential or office space occupying the upper floors. The exterior of the building should feature materials that are consistent with the quality and style of the surrounding buildings. This new structure would serve as a bookend to the Main Street district and should, much like a gateway, announce the arrival into a place that is special.

Downtown Core

Reorganizing Village Parking

When exploring design options for the future of any city, town, or village, parking is always at the top of the list as an important issue to address. The number of parking spaces offered is not necessarily the problem, rather it is often an issue of the efficiency and organization of parking infrastructure that needs to be addressed. Reconfiguring and/or combining existing parking lots as well as increasing on-street parking would dramatically increase the number of parking spaces and their accessibility in Penn Yan. After reviewing the existing parking situation in the downtown core, the Vision Plan suggests ways that might provide over 350 additional public and private spaces. These spaces will increase access to and from key destinations within the village and cause little or no disruption to existing delivery patterns. In some cases, the changes proposed would require property owners to relinquish dedicated spaces in order to accommodate a larger number of shared public spaces. These changes might also result in particular parking lots having fewer spaces, however, the overall parking count would increase and its organization become more efficient, ultimately featuring increased accessibility and ease of use for residents and visitors.

On Street Parking

Within the area bounded by Liberty Street, Lake Street, Benham Street and Chapel Street, the existing on-street parking count stands at 128 spaces. Opportunities exist to expand the number of on-street parking spaces to several locations that did not previously have them, increasing the count to a total of 243 spaces, 115 additional parking spaces.

Adding on-street parking may also reduce curb cuts on major streets within the downtown. It also plays an important role in enhancing the public realm by calming traffic and serving as a buffer between the sidewalk and moving vehicles. Additionally, adding bumped-out curbs, which are used to define on-street parking areas, allow for wider sidewalks at intersections and mid-block crossings. This shortens the distance that pedestrians have to go to cross streets, making them safer and less intimidating.

Parking Lot - East of Main Street

The parking lot behind the buildings on the east side of Main Street is currently Penn Yan's largest public parking area. In its current configuration, four rows of angled parking spaces, it accommodates 105 vehicles. By reorganizing the parking spaces, making them parallel, the lot would accommodate three rows of parking and increase the number of total spaces by 19 as well as providing an additional facility for horse and buggy parking.

Opportunity to expand the public parking lot on the north side of Jacob's Street would involve incorporating space behind the bank and post office, reconfiguring their existing lots to maximize the number of spaces and dramatically increasing the overall parking count to 227 spaces with a net gain of 122 parking spaces in this lot alone. Obstacles that would need to be addressed in this location include the grade changes and the investigating the potential water run-off effects of the parking lot on Jacob's Brook.

Before

After

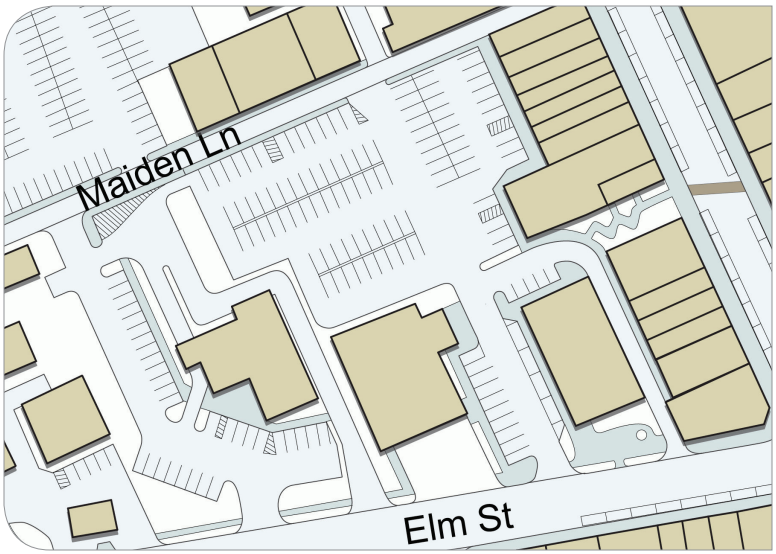
Downtown Core

Parking Lot - West of Main Street

The public parking lot behind the buildings on the west side of Main Street also presents an opportunity for major transformation. This lot could potentially offer a large number of parking spaces, however the current location of the bank and its drive through lanes present challenges in this scheme. In the future, should it become an option to replace the bank building with one located closer to Elm Street, this parking lot could be organized more efficiently.

Working with the existing conditions, this lot will experience a net loss after it is reorganized as the result of parking spaces in front of the bank being removed for aesthetic reasons and also because of the proposed residential buildings along Maiden Lane. The current parking count for this area is 146 spaces. After reorganization, the lot will only be able to accommodate 115 vehicles, but will include a dedicated facility for horse and buggy parking. Although the total parking count for this lot decreases, the sacrifices were made here to promote the enhancement of Maiden Lane and Elm Street. It is important to remember that these lost parking spaces are supplemented in other nearby lots and in on-street parking.

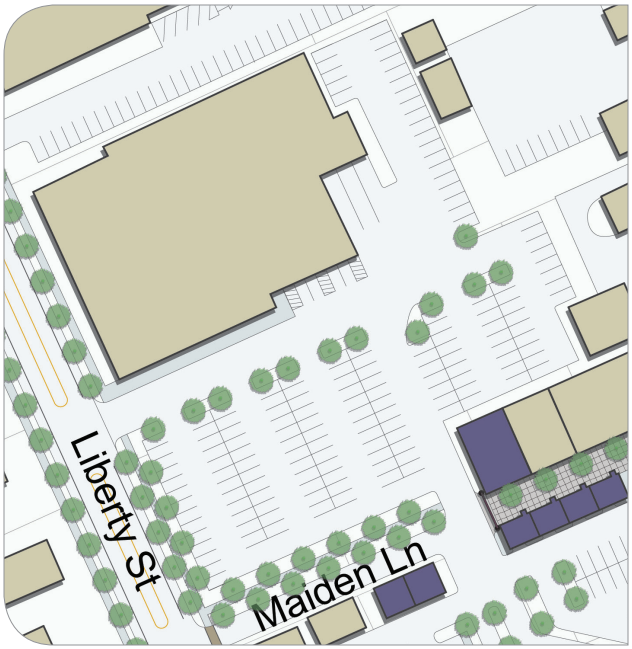
Before



After

Tops Parking Lot

A reorganization of the Tops Supermarket parking lot was prompted by proposed enhancements to Maiden Lane. This stretch of Maiden Lane currently possesses no screening along the parking lot. If Maiden Lane is to become a destination within the downtown, measures should be taken to visually enhance this key street. The parking lot might be screened using a row of trees, a decorative fence and landscaping. In order to acquire the amount of space needed for this screening, existing parking spaces would have to be sacrificed. However, with a careful reorganization of the Tops Supermarket parking lot, aesthetic improvements could be achieved with no loss of parking.



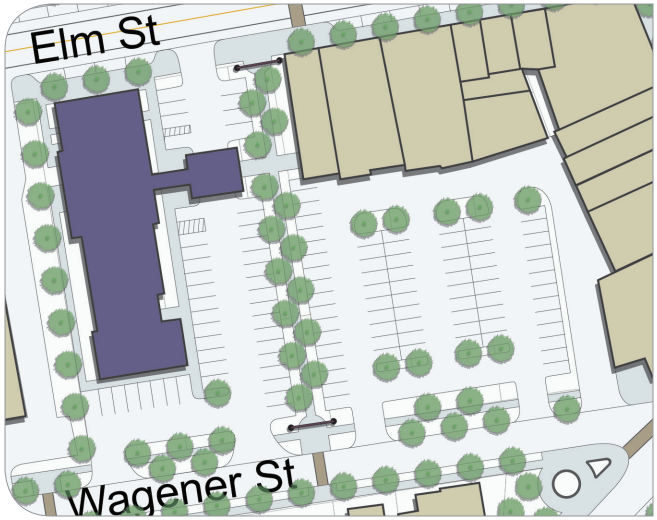
Before

After

Downtown Core

Wagener Street

Another public parking lot that will increase in number of spaces is located between Elm Street and Wagener Street. Currently this site accommodates 54 vehicles, however, a nearby vacant lot is often used for overflow when other public lots are full. Soon this site will be transformed by the demolition of three buildings and the construction of a new hotel. Parking will be installed in most of that area, some public and some dedicated for hotel use only. Overall, this area will increase parking capacity by 60 spaces. Because the entire north side of Wagener Street will be a parking lot it is important to effectively screen it from view from existing housing across the street.



Seneca Street

The proposed parking lot located on Seneca Street is the only entirely new lot being considered by the Vision Plan. The redevelopment of the Basin Street district will come at the expense of some existing parking. To replenish this parking capacity, as well as account for additional visitors to this new destination, a large vacant property adjacent to the site could be developed as a parking lot. This lot would connect directly to Basin Street by stairs and a pedestrian path leading between the existing buildings.

Before the flood destroyed the parking in this area, approximately 25 vehicles could be accommodated. This is an estimate because there was no striping to designate individual spaces. The new proposed parking lot would increase the amount of parking by 43 spaces to a new total of 68. This includes public parking as well as designated parking for tenants in the Main Street buildings and storeowners on Elm Street.

Before

After

Downtown Core

Accomondating Mennonite Convayences

When the issue of parking is raised, it is common to immediately think of cars, trucks, motorcycles, and bicycles. In Penn Yan, however, horse and buggy parking is important as well. Penn Yan's Mennonite community frequently visits the downtown, often traveling by horse and buggy rather than other vehicles.

Because this type of parking must accommodate horses, there are different requirements that need to be satisfied to safely park buggies, even for a short time. It is preferable to park in a roofed shelter where the horses can be tied up and fed, protected from the elements. There are currently two locations where this infrastructure exists in the village: the Tops Supermarket parking lot and Byrne Dairy on Liberty Street. When these locations are occupied, horse and buggy owners are forced to find other areas to safely tie up, often in less than ideal circumstances. The plan addresses the need for more horse and buggy parking by including potential additional shed locations in existing public parking lots.

Exisiting Buggy Parking

Proposed Buggy Parking

Housing and Mixed Use Development

The Village of Penn Yan contains a great number of beautiful historic houses and buildings. The Penn Yan Community Charrette revealed that a lack of diversity and proper maintenance of the existing housing stock suggesting that other opportunities for housing need to be considered. Of primary concern is the availability of affordable housing options ; many of the units in the village proper are single-family homes and are often not affordable or practical for young professionals, new families, and seniors.

In order to address the need for a greater range of housing options, a number of solutions are being proposed. The Vision Plan encourages the use of the upper second and third stories of commercial buildings in the Downtown Core for use as rental units. The addition of more housing options in the Downtown Core considers the need for affordable and smaller-scale housing, while also promoting the renovation and reuse of historic structures. Implementing these opportunities will also promote the enhancement of the public realm in the Downtown District with an anticipated increase in foot traffic, thereby promoting local businesses and enlivening the public realm and street life of the village.

The demand for affordable housing may not be satisfied by the units gained in the upper stories of downtown commercial buildings alone. Therefore the Vision Plan offers ideas for development of new housing in several locations throughout the village. Each of these proposed areas for residential development presents unique opportunities and challenges. Overall, any new residential or commercial buildings in the Village of Penn Yan should adhere to comprehensive Design Guidelines, ensuring the harmony of new designs within the context and established historic character of the Village.

Housing and Mixed Use Development

Maiden Lane

Maiden Lane offers a unique opportunity for new housing if it were developed as a mews, featuring small-scale infill residences that take advantage of shared public spaces in order to create quality, affordable dwellings. A mews is typically lined with small row houses or apartments that are built close together on shared or pedestrian-only streets. A mews possesses a distinctive character, allowing it to become a destination, as well as serving as a pleasant pathway, for residents and visitors alike.

Maiden Lane is an ideal location for this style of residential development because of its small scale and configuration. It is a low traffic area featuring a number of established businesses on the north side. This proposal would entail designating a section of Maiden Land (Between Main Street and Tops Markets) to become a shared space street where pedestrians, bicycles, and vehicles all have the same priority. A series of small (less than 600square foot) dwellings would be built on the south side, currently along the edge of a public parking lot. These residences might have dedicated parking in ground level garages with living spaces located above. These small apartments would be ideal for young professionals and might be rented or owned.

The buildings along Maiden Lane would frame the street, creating an attractive and unique district within the downtown. The addition of outdoor seating, plantings, festive lighting or banners along this small-scale street would transform Maiden Lane into a charming and welcoming destination.

Signage like the one seen here is used to communicate to pedestrians, cyclists, and drivers that they are entering a shared space street and should be cautious.

Before

After

Housing and Mixed Use Development

Champlin Avenue

Residents of the new housing development proposed along Champlin Avenue will find themselves in a natural oasis in the heart of downtown. As a result of the recent flood damage, many of the existing houses have become unlivable, and concerns have been raised about the safety of new infill housing within the Jacob's Brook floodplain. These concerns would be addressed by the proposed day lighting and redesign of Jacob's Brook, which would feature a naturalistic landscaped scheme designed to reduce the risk of future flooding.

The type of housing recommended for this area would require a garage located on the ground floor with living space above. This typology would reduce the risk and cost of flood damage, while encouraging the redevelopment of a key area in the heart of the village. The garages might be accessed directly from Champlin Avenue or by a rear driveway, concealing their view from the newly created

park located across the street. These residences would be located within walking distance of the Sampson Theater and the downtown shops and restaurants. Main Street can be easily connected with a proposed pedestrian walkway crossing over Jacob's Brook. When developed with comprehensive Design Guidelines, these flats will provide an affordable housing choice that benefits from as well as enhances the character of the Downtown District.

Proposed Residential Development

Water Street

The vacant lots along Water Street provide an opportunity for potential development of smaller-scale single-family housing. This development would build upon the recent adaptive reuse project across the street (Birkett Landing), which transformed a former historic factory building into apartments. The north side of Water Street is currently a vacant lot that can accommodate more than a dozen two story, high density, single-family homes that are ideal for small families or seniors who want the convenience of living close to the active Downtown

Housing and Mixed Use Development

District and at an affordable price. These residences are within walking distance of all downtown amenities as well as the redeveloped waterfront district.

Residential development at this location, in conjunction with other infill projects, will help to redefine the building edge on Water Street. With the inclusion of public realm enhancements such as street trees, lighting, and banners, this area will become very attractive to prospective residents. These new residences should be designed to complement the historic character of the Penn Yan community.

Proposed Residential Development

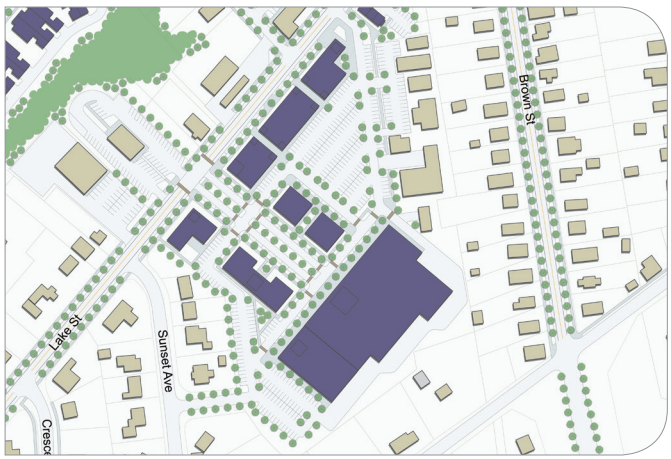
Lake Street

Proposed residential development on Lake Street is similar in style to what is recommended for Water Street. Major mixed-use and recreational interventions are being proposed across the street and on adjacent properties that would further support residences in this location. Additionally, efforts to calm traffic and lessen the impact of Lake Street will make this a desirable location in which to live. Although not in the downtown core, these properties would have access to amenities including shops, parks, and the waterfront redevelopment.

Housing and Mixed Use Development

Before

After



Lake Street Shopping Center

The existing shopping mall location on Lake Street presents an opportunity for Penn Yan to rethink how it may want to plan for its future commercial and residential development. The current suburban style design of this site is not in context with the cohesive village feel that Penn Yan envisions. In its current form, its design does not encourage pedestrian use and does not contribute in a positive attractive way to the quality of Lake Street and surrounding properties.

The proposed development for this site features two and three story mixed use buildings along Lake Street and dedicated residential buildings, designed around large public greens, deeper into the site. Existing large scale retail buildings and a cinema would be retained at the back of the site. Together these buildings would form a self-contained, walkable community with strong connections to the village as well as the outlet. The design of the buildings and of the public realm will be attractive to pedestrians as well as visitors arriving by vehicles.

The Boatworks

A very desirable place to live in Penn Yan will be located on the water. There is currently little existing lakefront property available, and no residential property located in the village along the waterfront. Prime outlet properties have also been underutilized as a result of the industrial development that has occurred over time in the village.

There is an opportunity to reclaim a large parcel of land located between Keuka Lake and Monell Street for repurposing for residential and recreational uses. The Vision Plan recommends a large-scale development consisting of condos and town homes, which would have fantastic views of the outlet and Keuka Lake. Access to the waterfront would be a key selling point for these properties, as well as its location to nearby commercial and recreational opportunities such as parks and the outlet trail. Preserving the natural elements featured in this area, including outlet tributaries and wooded areas is critical in achieving the desired quality of this future neighborhood. Manageably sized residences and low maintenance properties are a draw for seniors and young professionals alike. Although this development is the furthest distance from the downtown core, it is still within a ten-minute walk, with plenty to experience along the way.

Proposed Residential Development

Commercial & Community Development

While Penn Yan's industrial development was occurring along the waterfront, the commercial core was also growing on Main Street. Though the downtown core is still the commercial center of the village, Penn Yan has begun to experience commercial development farther out from the center. These developments tend to cater to vehicle traffic rather than foot traffic, necessitating large areas of parking lots. Many of these developments feature chain businesses that adhere to a corporate design model that threatens the character of the village. Continuing this style of development has influenced the quality of other sprawl development, drawing business and commerce away from the Downtown Core and influencing the redesign of major corridors that are not conducive to pedestrians.

The Vision Plan suggests that the Village of Penn Yan should make an effort to curb the expansion of suburban sprawl commercial development and encourage the reuse of existing commercial facilities where possible. Future development should be built closer to the village core to promote a walkable commercial district. Just like the proposed residential development, any new commercial development should adhere to comprehensive design guidelines, complementing the established historic character of the built environment in the area. New commercial buildings should be designed to enhance the public realm by engaging the street, honoring pedestrian scale, and featuring an attractive aesthetic quality that includes appropriate signage.

This Vision Plan recognizes the important role of commercial development and its contribution to the economic vibrancy of the Village of Penn Yan. New and thoughtfully designed commercial development, especially where tourism and local employment are concerned, can greatly benefit the community.

The Corporate Design Model

Many franchises, such as chain restaurants and gas stations, employ a standard corporate design standard that is replicated in all of their locations, regardless of the character of the site or geographic area. For many historic villages, like Penn Yan, this process for development often detracts from the community's identity. The little known secret, however, is that with community will, design standards and a plan, the corporate design model can be questioned and often changed. There are numerous examples where franchises have been persuaded to redesign their new buildings to contribute to the character of a place, either newly constructed or in the adaptive reuse of existing buildings or historic structures.

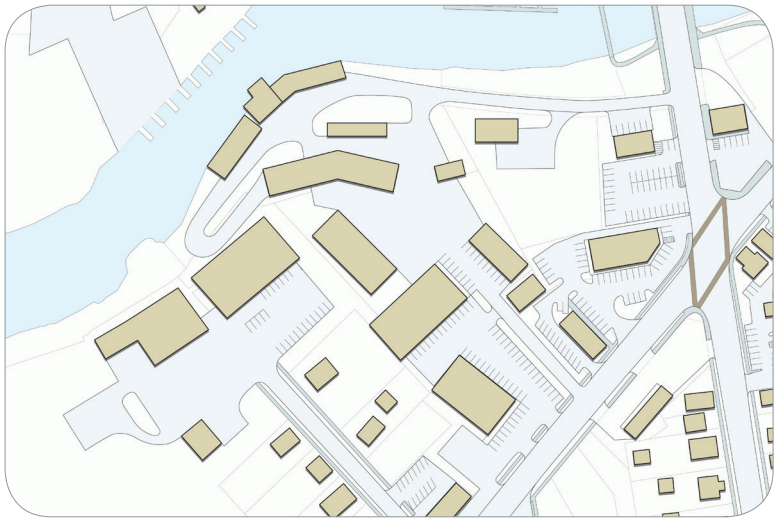
Commercial & Community Development

Gas stations are typically located on prominent corners of major intersections. Similar to the design of other franchised buildings, gasoline providers often follow a standard model and seldom stray far from it. The good news is that, with persistence, that franchise model can be modified and improved. New gas stations and convenience stores can be constructed in a manner in which the stores are located along the street and the pumps are located behind. This suggested design maintains and reinforces the street edge and drastically improves the aesthetics of the intersection. In situations where a gas station already exists, little can be done about the site's configuration. However, façade improvements and an improvement of the pump area canopy can go a long way to enhance the aesthetics of these necessary facilities.

The Lumber Yard

The area bounded by Liberty Street, Lake Street, Monell Street, and the Keuka Outlet presents an opportunity to rethink the existing commercial development in the Village of Penn Yan. Currently located on this site is a lumberyard, large warehouse buildings, and suburban style businesses that are set back from the street, with parking lots in the front. Thinking about the potential for future redevelopment of this site will be critical to the evolution of the waterfront as well as the adjacent intersection at Lake and Liberty Streets. New development over time at this location could support local and franchise businesses of various scales as well as potentially mixed-use and residential buildings.

Before



After

Commercial & Community Development

Along Lake Street and Liberty Street, new buildings would be built closer to the street allowing for ample parking in the interior, hidden from view but accessible from the road. Some existing structures could be reused, while others would be razed to make room for more appropriate development. Although the lumberyard is a viable local business, this particular location might be better utilized in the future. The lumber yard could eventually be relocated to a more appropriate location, benefitting both the business and long term revitalization of Penn Yan.

The section of this site that borders the outlet would be developed as a destination for access and enjoyment of the waterfront. Similar to the outlet hub, boaters will be able to dock their boats while visiting shops or enjoying a meal. In addition to the outlet trail, this location will offer a public square featuring a historic icon as its centerpiece. A large boat hoist, currently located in the vacant former Penn Yan Boatworks factory, might be reused and featured as an artistic installation that is unique to Penn Yan's history and reflects the character of the community. The buildings along the waterfront are historic and remain from a time when boats docked along the outlet to load and unload goods. These building should be saved, rehabilitated, and reused. A large deck constructed here over the water would give people access to the outlet in a special way and might provide room for outdoor seating or impromptu performances.

Before

After

Preservation - Architectural & Environmental Guidelines

The preservation of historic buildings, sites, and environmental resources is a priority for the Village of Penn Yan. Similar to many other historic villages and towns, Penn Yan is familiar with the pressure to sacrifice pieces of a community's history to make way for new development. Though development is crucial to the health of the village, it is important to remember that historic character is not only visually appealing but can be economically advantageous in attracting tourists. Promoting preservation through the implementation of Architectural and Environmental Design Guidelines will afford Penn Yan the power to decide what their village will look like, providing them a voice amidst development pressure.

A fundamental characteristic of preservation guidelines is the promotion of adaptive reuse and restoration of historic buildings. Penn Yan is home to several successful examples of these kinds of projects, some completed and some in the works. These projects include:

Arts Center of Yates County

Birkett Landing

Sampson Theater

Morgan Grocery

Other potential building restoration projects include:

NYSEG Building

Carey's Lumber & Building Supply

Preservation - Architectural & Environmental Guidelines

HEP Sales

Penn Yan has begun to explore the advantages of creating and utilizing enforceable design guidelines for new development as part of the process of revising their comprehensive plan. This important step has come about thanks to the hard work and community-building efforts of the 20/20 Vision group. Design guidelines will help to mitigate the destruction of Penn Yan's historic features, while serving as a guide for the treatment of those that remain.

Historic preservation of Penn Yan's built environment includes lighting and signage styles, especially in the Downtown Core. Main Street was once known for its unique neon signage. Much of this has been removed or destroyed, some as recently as this year. Encouraging storeowners to bring back this signature style will replicate the ambiance of Penn Yan's past. The same can be said for the four globe post top lighting that was once found throughout the downtown.

It is crucial that Penn Yan communicates its historical narrative in order to build civic pride. Towards this end, a walking tour or history brochure could be produced in combination with informational signage installed at key sites. These materials will guide visitors through the village and outlet and allow them to relive pieces of Penn Yan's history. With so much rich history, tours of the village could be given addressing different themes that focus on topics like residences, the downtown, and industry.

Preservation of the natural environment is of equal importance to Penn Yan's future. Located on one of New York State's most beautiful Finger Lakes, Penn Yan is surrounded by scenic rolling hills and fertile farmland. Measures need to be taken to preserve and celebrate these natural assets and view sheds for generations to come. The enhancement of the Outlet trail system and the day-lighting of Jacob's Brook are key examples of how natural resources can be aesthetically and economically beneficial.

Day-Lighting Case Studies

Saw Mill River
Yonkers, NY

Known as "a river, within a park, within a city," the Saw Mill River located in Yonkers, NY is a go-to example of what daylighting can do for a community. The two-block river tributary was formally used as a parking lot, and since its debut in 2011, it has been a hotspot for economic development and community interaction. Residing in the downtown's Van der Donck Park, the $48 million dollar project has attracted development and investment into the community, with apartment buildings and a new library popping up along the waterfront. According to the Executive Director of the Yonkers Downtown Business Improvement District, Steve Sansone, the daylighting has encouraged economic activity in the area and prompted the creation of further investment strategies. Since the project concluded there has been an influx of investment proposals including office spaces, multi-purpose retail locations, a convention center and a repurposed vacant warehouse, along the river. The Saw Mill River has also forged a path in the area of environmental advocacy. It protects the area from flooding and acts as a natural barrier to pollutants by providing 13,775 square feet of natural aquatic environment within the city. According to Ned Sullivan of the environmental action organization, Scenic Hudson, the daylighted river had transformed from a polluted, hazardous location to a place community members gathered and invested. "Not only is it a catalyst for revitalization of the downtown, but now it will become the centerpiece of the city," Sullivan said.

Cheonggyecheaon Stream
Seoul, South Korea

The 2005 restoration of the Cheonggyecheaon Stream in Seoul, South Korea puts daylighting in a global context. Replacing a concrete sewer and eradicating three miles of highway, the Cheonggyecheaon Stream has impressed world audiences, exhibiting the impact daylighting can have on cities and urban areas across the globe. Project implementers said there have been noticeable environmental improvements since the daylighting was complete. According to a report done by the New York Times, bird species has increased from 6 to 36, fish species

Day-Lighting Case Studies

has increased from 4 to 25, and the number of insect species is at 192, a substantial increase from the 15 species recorded four years before the project was completed. Officials also recorded less air pollution, which is good news because the stream sees close to 90,000 people a day. "Whether it's a city of millions or 200,000, the concept is identical," Mayor Amicone said. "These are no longer sewers, but aesthetically pleasing assets that enhance development."

Indian Creek

Caldwell, Idaho

In an effort to improve the vitality and economic development of their downtown, Caldwell, Idaho, home to 1,748 residents, turned to daylighting for answers. Uncovering a 900 foot creek which runs through the Business District of Caldwell, Indian Creek has since attracted many visitors to its bank and even commenced an annual Indian Creek Festival. Working closely with local artists and award winning designers, Indian Creek has become a focal point for the urban community and a place for residents to appreciate the environmental and visual characteristics a downtown waterway can offer. Transforming from a quiet city that lacked pedestrian activity to a place that promotes economic development and community engagement, daylighting Indian Creek was a crucial step in the right direction for the small metropolitan looking to grow.

Berkeley, California

Strawberry Creek

Setting a precedent for daylighting rivers in the United States, Strawberry Creek was daylighted in 1984 in Berkeley, California. Transforming from an abandoned railroad to a pedestrian-friendly, neighborhood Park, the 200-foot channel was successfully daylighted, at a low cost budget of $50,000, thanks to the extensive efforts of neighborhood supporters and design advocates. In just one year the project was complete and Strawberry Creek flowed freely through the revamped Strawberry Creek Park, replacing its industrial past with a long lasting legacy of environmental appreciation and community development. Using the old concrete slabs from the former structure, the design of Strawberry Creek embodies a holistic approach to an environmentally-conscious project. Besides it being one of the first daylighting cases in the United States, what sets Strawberry Creek apart is its dedication to neighborhood development. As a way to maintain the creek and lighten the workload for the Berkeley Parks and Recreation Department, the project initiated a youth work-force development program. This program allowed for low-income high school students to be paid for their work maintaining the creek. According to a study titled, "Daylighting: New Life for Buried Streams," the creeks surrounding area saw many economic and social improvements, including a drop in crime rates and an increase in home values. This project went on to help establish the Urban Creeks Council in Berkeley, an organization whose mission is to connect urban residents with their streams while simultaneously protecting the environmental integrity of the urban waterway.

Transportation & Connections

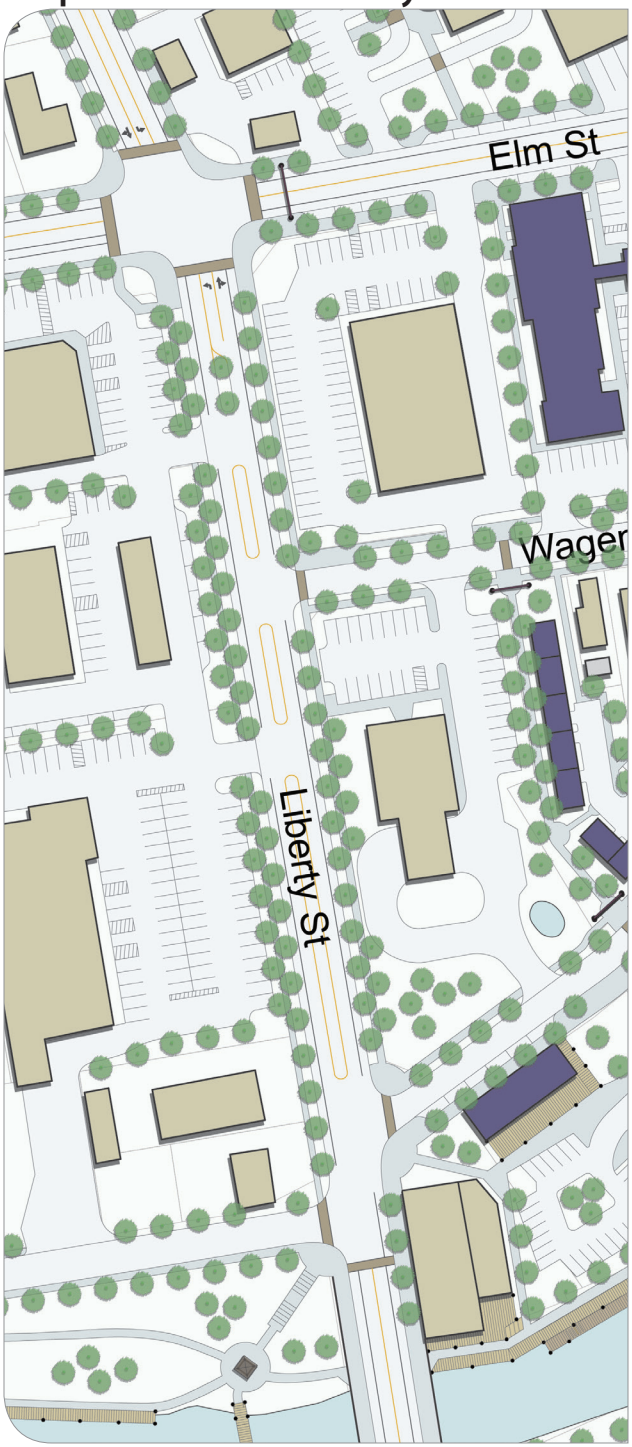
Throughout the Village of Penn Yan today, transportation corridors and connections are dedicated to serving motorists. They include multiple lanes for vehicular traffic that encourage high speed. The Vision Plan supports creating a more integrated multi-modal approach to transportation, providing accommodations for cyclists, Mennonite buggies, and pedestrians. This approach will serve to improve safety for all travelers, while encouraging the foot traffic that is vital to local businesses. Improved walkability will make life in the village more pleasant for residents and visitors alike, encouraging tourists to interact more with the businesses in the Downtown Core. Additionally, the improved pedestrian connections outlined in this section of the plan will provide a greater link between Penn Yan's most vital destinations.

When addressing the design of Penn Yan's streets, the "Complete Streets" model can be used as a guide in designing accommodation for a multitude of modes of transportation. "Complete Streets" is an internationally recognized model advocating multi-modal transportation. Multi-modal networks reduce vehicle traffic lanes in order to add lanes for bikes and buggies, widen sidewalks, and add amenities such as tree lawns, plantings, or medians. Complete Streets calm traffic, encouraging travelers to spend more time in the village and improving safety for all who use the road. This model also provides an opportunity to make accommodations for Penn Yan's Mennonite neighbors by providing lanes or signage dedicated to buggy traffic.

Liberty Street

Liberty Street, also known as route 14A is a major north-south corridor that runs through the center of the village. At its most traveled section, between Elm and Lake Streets, this road accommodates approximately 12,000 vehicles per day. Within this stretch there are three lanes of traffic and a turning lane. For the majority of Liberty Street, however, there are only two traffic lanes and a turning lane that total 41 feet in width. At major intersections such as Liberty Street and Elm Street, the road widths max out at over 50 feet. Reducing Liberty Street to two 11 foot traffic lanes and a 10 foot turning lane would provide enough remaining space to add two dedicated bicycle/buggy lanes. In some locations it would also be possible to increase the depth of the tree lawn, enhancing the buffer between the street and sidewalk and making for a more pleasurable pedestrian experience. For this particular stretch of Liberty Street an enhanced tree lawn is also critical in it role to screening the unsightly parking lots on both sides.

Proposed Plan For Liberty Street



Transportation & Connections

Before

After

Elm Street

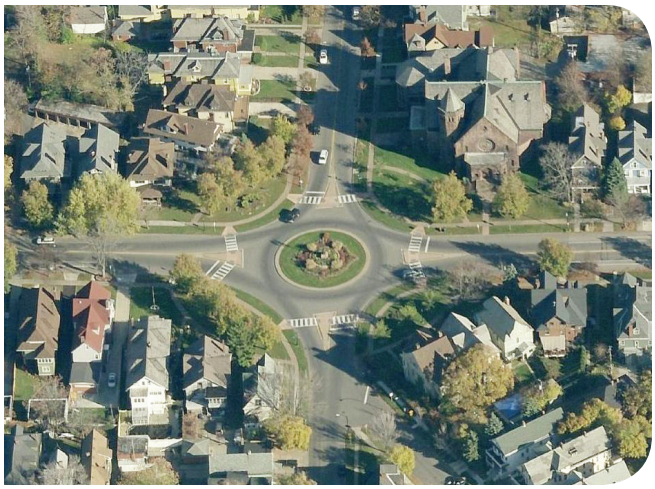
Much like Liberty Street, Elm Street is in dire need of a "road diet", particularly between Liberty Street and Main Street. The road is 44 feet wide for what can be assumed to be three lanes of traffic, assumed because there are no lines here to designate specific lanes. Because of its width, Elm Street presents plenty of opportunities for enhancement. There is far less daily traffic on Elm Street and the street can properly function with two 10 foot lanes, leaving room for designated bicycle/buggy lanes as well as on-street parking.

This section of Elm Street should be enhanced as a gateway corridor into the downtown core for both vehicles and pedestrians. Effective use of street trees, lighting and banners would make this a welcoming street for all. Also the addition of a decorative archway at the intersection of Liberty Street would signify that one has reached a special destination.

Before

After

Transportation & Connections



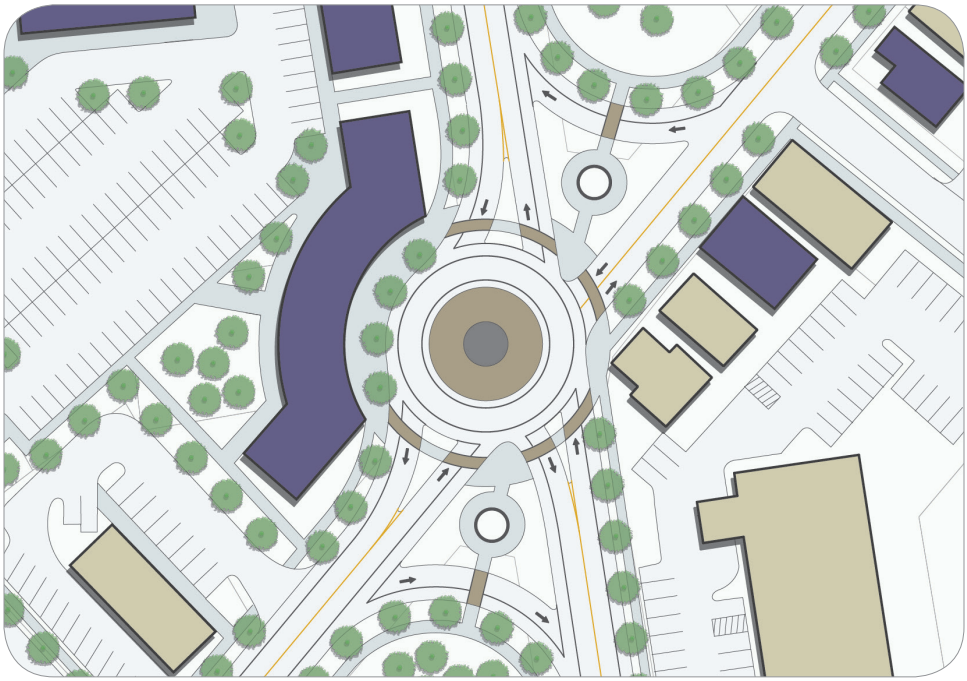
Roundabout Intersection

The intersection of Lake and Liberty Streets is a major traffic hub in the Village of Penn Yan and because of the angle at which these two streets meet, the intersection presents challenges for vehicles and pedestrians alike. Therefore, the Vision Plan, with support from participants in the community design charrette, suggests the construction of a roundabout at this intersection. This would create a circular intersection through which traffic would flow around a central island, negating the need for a traffic signal.

The general rule controlling a roundabout is that the entering traffic must always yield to traffic already in the circle. The driver has the option of using several exits onto intersecting roads, including going back to the one they entered from. A roundabout will allow vehicles, cyclists, and buggies to effectively navigate the intersection while calming traffic, reducing wait time for vehicles, and improving safety and convenience for pedestrians and motorists. In addition to improving the safety and efficiency of this intersection, a roundabout provides the opportunity to install plantings, signage or a sculpture at its center, enhancing it as a gateway and way-finding location.

Before

After



Transportation & Connections

Alternative Modes of Transportation

This Vision Plan encourages cycling as an alternative mode of transportation. To support this, bike lanes or sharrows have been incorporated into the redesign of major corridors and connector streets. Sharrow streets are less formal than those with dedicated bike lanes. They are identified by symbols on the street surface and communicate to drivers that the road is to be shared. Horse and buggy traffic might also use the bike lanes and sharrow streets in order to not disturb the flow of vehicular traffic. Other cycling amenities like bike racks can help to enhance the public realm and another opportunity to reflect the character of the village.

Forms of public transportation might also be used convey residents and tourist alike to key destinations around the Village. This might occur as a system of circulator busses. These busses would travel specific routes throughout the village and serve to enhance mobility for pedestrians, especially seniors. To start, a circulator might only operate on weekends and during peak times of the year, but eventually the service could expand as needed.

Trails

The system of pedestrian trails and pathways that has been proposed throughout this Vision Plan is critical to establishing better connections between Penn Yan's most valuable assets and destinations. These trails and pathways help pedestrians navigate throughout the Downtown Core and around the Keuka Outlet. Within the downtown, paths might be designated using archways, signage, banners, and textured or colored pavement as a way to guide pedestrians. Around the outlet trails, signage and information kiosks will be located at key nodes to aid navigation.